49 B2 X
~~Div. 35~~
Div 42
~~40-149~~
40-152
JAN 1925 PATENT OFFICE

Fall and Spring 1921 - 1922 Catalog

This Catalogue was issued Sept. 1921

See pages 18 - 22 and 24

TAPRELL, LOOMIS and CO.
EASTMAN KODAK CO.
CHICAGO U.S.A.

GOOD—BETTER—BEST

YOU will find all three of these grades in our this season's line, which, as usual, is founded on that fundamental idea, the keystone of our business since its inception—variety.

It is not just a line of mountings to fill a demand which already exists, but a line of new ideas—new stocks—new sizes—and for every style a logical need to fit in with the studios' sales plan.

It enables the studios to select an assortment of mountings to dress their *good—better—best* portraits, each and every one in a style that fits the particular portrait—that adds that value atmosphere to bring the necessary price for each class.

It will pay you to read our catalogue carefully and thoughtfully—it lists the only line of mounters on the market designed from the studios' sales angle—one that will insure you a good season's business.

TAPRELL, LOOMIS & COMPANY, CHICAGO

Index to Contents

A — PAGE

Advance (Easelock) 17
Albums—
Amateur 63-64
Class Portrait and Group 13
Sales Album 8
Antoinette 51
Antilles 28
Arcadian 32
Art Craft Frame 6
Artgrade 29
Assemble Case 48
Atlantic 54

B

Baby Album 9
Babyday Folder 44
Baltic 62
Barcelona 56
Bibloa Album 63
Brilliante 41
Bristol Boards 61
Brodley 31
Business Letters 4

C

Calendar 14
Cardboards 61
Charter 39
Civilian 43
Class Portrait and Group Album 13
Cloverleaf Folder 53
Collegian 30
Combino 49
Communion Folder 46
Concerto 27
Confirmation Folder 46
Contender 34
Cruiser Brand Cardboard 61

D

Delegate 50
Delta 22
De Luxe Bill Case 5
Doretype Case 6

E — PAGE

Embossing Names (cost) 60
Ensign 52
Etruscan 35
Euclid 24
Excello 18

F

Florence 25
Forget-Me-Not 51

G

Genesta 29
Georgian 21
Gift Certificate 8

L

Lanport 57
La Salle 40
La Value 42
Leather Novelties 5-13
Lewis 36
Library Folio 11
Longworth 30
Lucerne 50

M

Mat Group 34
Miami 44
Miladi Card Case 5
Millrux Album 64
Monitor 52

N

Name Plate Designs 60
New Era 19
Newport 15
Norma 23
Normalcy 20
Nuptial 45

O

Oakland Album 64
Odeon 37
Oriental 17
Outing 53

P — PAGE

Pacific 54
Plateau 57
Players 25
Portrait Calendar 14
Portrait Gift Certificate 8
Price Embossing 60
Proof Portfolio 7
Protecto Mailers 60

R

Radiant 16
Rainier 55
Remington 58
Re-Union 33
Rocade 55

S

Safety Bill Book and Photo Case 5
Sales Album 8
Sample Offers 3
Scenic 62
Sheet Stock 61
Show Case Ad Cards 4
Stand-ard 26
Steamer Brand Cardboard 61
Stereoscopic Mounts 61
Students' Album 12
Sylvan 59

T

Tableau 56
Tivoli 38
Travelers' Photo Case 7
Troy Album 63
Twin Folder 47

U

Unity 43
Universal Album 10
Universal Stock 61

W

Waldorf Album 64
Washington 39
Wedding Album 11

Z

Zamora Album 63
Zontal 26

Classified Index

INSLIP STYLES — PAGES
4 Folder Styles for Upright Prints 5x8, 6½x8½, 8x10, 7x11 ..... 34 to 37
9 Folder Styles for Upright Prints 4x6 and 5x7 ..... 38 to 44
6 Folder Styles for Upright Prints 2x4, 3x4, 2¼x5, 3½x5, 3x6 ..... 50 to 52
2 Folder Styles for Upright Prints, Post Card Sizes 53
3 Folder Styles for Horizontal Prints 4x6, 5x7, 6½x8½, 6x10, 8x10 ..... 30 to 32
2 Card Styles for Upright or Horizontal Prints 5x7, 6½x8½, 6x10, 8x10, 7x11 ..... 33 and 34

CORNER-HOLDER STYLES
14 Styles for Upright Prints in all Standard Sizes from 2x3 to 12x18 ..... 15 to 26
2 Styles for Horizontal Prints 4x6, 5x7, 6½x8½, 8x10 ..... 26 and 27

ARTIST PROOF STYLES
4 Styles in all Standard Sizes from 2x6 to 11x14 ..... 28 to 30

EASEL STYLES
5 Styles in all Standard Sizes from 2x3 to 8x10 ..... 17, 18, 22, 24, 26

FOR TWO OR MORE PORTRAITS
4 Styles for 3x4 and 4x6 Prints 45, 47, 48, 49

FOLDER SPECIALTIES — PAGES
4 Styles for Baby, Wedding, Communion and Confirmation Portraits 44, 45, 46

SOLID MOUNTING STYLES
5 Folder and Card Styles for ½-Cabinet, Cabinet and 4x6 ..... 54 to 56
5 Card Styles for Views, Groups, etc., for 4x6, 5x7, 6½x8½, 6x10, 8x10, 7x11 and 11x14 ..... 56 to 59

AMATEUR WORK
2 Card Styles for all Kodak Sizes 62
6 Albums for all Kodak Sizes ..... 63 and 64

ALBUMS
For Baby, Wedding, School and General Studio Portrait Work ..... 9 to 13

LEATHER NOVELTIES
Purses, Card Cases, Frames and Doretype Cases ..... 5 to 7

STUDIO SALES PLANS
Sales Album, Proof Holders, Portrait Gift Certificates, Business Letters, Show Case Display Cards, Calendars 4, 7, 8, 14

SHEET STOCKS
Cover Weights, Card Board, etc. 61

Our Special Sample Set Offers

Do not wait for business to come to you—Go after it

The samples in these Offers enable you to show your work from an interesting new sales angle—to have mounters to please in price and styles your Good, Better and Best customers.

The samples are not marked with price-list or printing and therefore are ready specimen prints to use at sales counter or display case.

ORDER YOUR SET TODAY—NOW

Offer No. 75 — One each of our latest styles (those not listed in our 1920 Catalog). Eighteen different looking mounters, featuring five new stocks, the SOUDAN, MOSAIC, MARBLE-TONE, WAVERLY and FABRI-GOLD, and including the PORTRAIT CALENDAR. With this offer we also supply a set of Display Show Cards (see Page 4) for these eighteen styles.

Postpaid, all complete for **$2.00**

Offer No. 76 — One of each style and color of our latest line. Thirty-five brand new mounters. Just the kind you want to brighten up your display case, and we will include a complete set of Show Cards.

Postpaid, all complete for **$3.50**

Offer No. 77 — One of each style of every mounter (excepting leather goods) as listed in this Catalog.

Postpaid, all complete for **$4.50**

These Sample Offers do not include albums, leather or artificial leather goods. These will be sent on receipt of list price.

If you, however, only want, for comparison, samples of certain styles, we will send any that you may select at the special prices listed with the descriptive matter of the mounters.

Our Terms

The prices in this catalog are strictly net. These prices, *owing to unsettled conditions, are, however, subject to change without notice.*

All wide-awake stock houses carry our line. If you have trouble obtaining our goods or substitutes are *continually* offered, write us and we will put you in touch with a stock house that will supply you what you want and when you want it.

Your Ever-Working Salesman— Your Window or Show Case Display

Tell the passers-by to search no farther—here is their Photographer.

You can do this by an attractive display of your portraits in our newest mounters, and the

T L Show Case Ad Cards

add that necessary word or two about each particular style that says—"This is the place—come inside for your sitting."

To get these Cards, write us today, mentioning the names of the styles you are featuring, and you will get, by return mail, these attractive two color Show Cards, that add that personal *invitational* selling talk to make your display a real order producer.

Remember there are no strings attached to this offer—The cards are supplied free.

YOU cannot call on all of your prospective buyers *in person*—There are too many and you are busy, but in an hour with

Our Business Letters

you can talk to either 50 or 200, not once, but as often as you want to, and at a small cost.

Some of these Letters talk to the busy business man—others to Mothers—to the family—the bride, etc. The Series consists of eight Letters, telling of the desirability of Portraits and that your Studio is the "Photographer In Your Town." They produce business—use them.

They are supplied with your name and address printed—all complete—ready to insert in your business envelope, at the following prices—

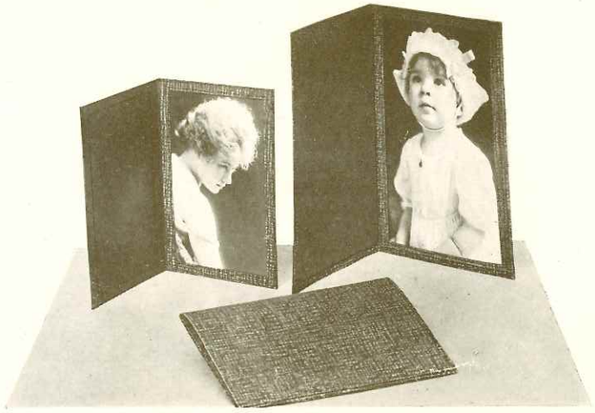
100 Lots of one number	$4.00 for 100
250 Lots of one number	6.00 for 250
500 Lots of one number	9.00 for 500

Write us today for free samples—they are the means of getting *more—new* business.

40/152

The Travelers' Case

A Genuine Leather Case for 4 x6. 5 x 8 and 8 x 10 Portraits



THE TRAVELERS' CASE is made from genuine Brown leather in a rich Zebra finished pattern and lined throughout with a fine grained kid leather. Soft—flexible.

It is one of the best examples of the bookbinder's art and its value will be instantly recognized by the public.

Prints are inserted under Kodaloid covered opening.

Sample on receipt of list price

NUMBER	SIZE PORTRAIT	SIZE OUTSIDE	PRICE EACH
AM.....	4x 6	4¼x6¼	$2.00
DM.....	5x 8	5¼x8¼	2.50
JM.....	8x10 (trimmed)	7¾x9¾	3.50

The Traveler's Case is for a demand that always exists—for the favorite gift portrait—for father to carry portrait of friend wife and the kiddies—for travelers to carry as a grip piece—in fact there are one hundred and one different ways for the studio to make THE TRAVELERS' CASE a money-maker, especially during the Holiday Season.

The Proof Holder

For Cabinet, 4 x 6, 4½ x 6½, 5 x 8, 6 x 8 and 7½ x 9½ Proofs

Made in Browntone Combinations of Stock to Harmonize Tastefully With Proofs

THE IDEA back of designing the PROOF HOLDER is to give the studios a Portfolio to show to best selling advantage proofs to customers either when they call at the studio or when mailed to them for inspection.

The Holder is made of brown artificial leather—die stamped in gold leaf on cover with the word "Proofs." Each Holder as we deliver it contains five leaves held in place at the folding edge by a strong linen thread. The leaves can easily be inserted or taken out.

On the first or fly leaf is printed general remarks regarding the proofs. The other leaves have slots into which proofs are quickly inserted. These leaves also have openings which show the back of the proofs, enabling the customer to mark on the proof without it being taken out, the quantity wanted of that particular exposure. The leaves, as they are not marked up, can be used over and over again until soiled—then new leaves can be inserted. The cover can be used indefinitely.

While the Holders are made in two sizes only, by a simple arrangement of punching extra slots each leaf can be used for three different sized proofs—the AM size leaf for Cabinet, 4x6 or 4¼x6½—the JM size leaf for 5x8, 6x8 and 7½x9½.

Portraits are only half sold when sittings are made. By showing proofs in as rich a manner as in this Portifolio, which is far superior than to showing the small sized unmounted proofs, the result spells more sales—sales from more negatives.

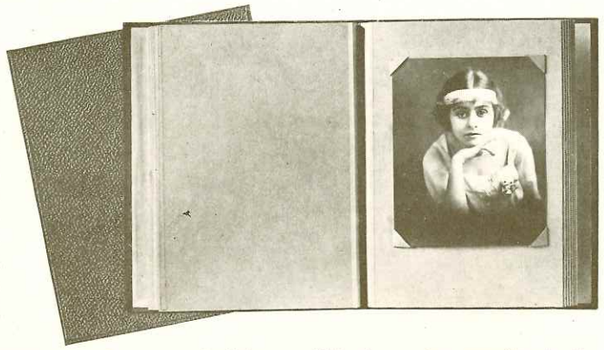
Sample on receipt of list price

NUMBER		EACH
	proofs, including 4 leaves and fly leaf	$0.65
AM	For Cabinet, 4x6 or 4¼x6½ r, these leaves are punched to take Cabinet, 4x6 or 4¼x6½ size	
A	Extra leaves to fit AM size cov	.40
	proofs, package of 12 leaves, cluding 4 leaves and fly leaf	1.15
JM	For 5x8, 6x8 or 7½x9½ proofs, in ese leaves are punched to take 5x8, 6x8 or 7½x9½ size pr	
J	Extra leaves to fit JM size cover, t	
	package of 12 leaves	

THE PROOF HOLDER will prove an in estment for studios—a real salesma

The Sales Album

GENUINE BLACK LEATHER COVER—NEUTRAL SWISS COLORED LEAVES
13 x 17 OUTSIDE



TO supply the demand from studios for an album for the sales counter for the showing of their sheet portraits we have designed this SALES ALBUM. The cover is a high grade black genuine leather—Morocco grained and heavily padded—a rich effect, such as is only possible with the best of material and workmanship. The album is a loose leaf type—leaves are interchangeable—soiled ones can be replaced, etc. The leaves are in our neutral shade of Swiss Grey, suitable for all tones of paper, and are cloth hinged, so that album opens and stays flat.

An added advantage are the loose corner holders—(4 supplied with every leaf). The corners are pasted on the leaves suitable for size print to be shown and "show off" the print to far better advantage than in the old style album where the print is tipped to the leaf.

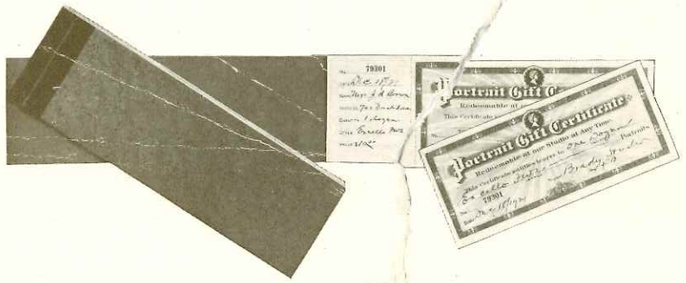
Price, including 15 leaves and 60 corners, 13x7 outside size, each	$20.00
Price, extra leaf including 4 corner holders, each	.15
Price, corner holders, per dozen	.15

A FEW GOOD REASONS FOR YOU TO PURCHASE ONE OR MORE OF THESE ALBUMS

1st—Oftentimes two or more prospective customers come to the studio at the same time. While you or your saleslady are busy with one, the album on your table "entertains" the others.

2nd—A splendid advertising medium—a silent salesman. Send one of these albums by a messenger to the homes of prospective customers. Accompanying the album by a note requesting the privilege of making a sitting and stating your messenger will call for the album in a day or two. You flatter your prospective customer and frequently business results. Besides, no doubt, the album is not only looked at by the people you send the album to, but also by their friends, as it is interesting to look through because it contains pictures of the "home folks."

The Portrait Gift Certificate



THE PORTRAIT GIFT CERTIFICATE is an idea borrowed from merchants who have used it to good advantage and it will appeal to a great many people who are looking for something different as a gift for Holiday and Easter times and is especially suitable as a birthday gift.

The scheme is, you sell outright to purchasers certificates entitling the bearer to a half or full dozen portraits or whatever the quantity may be at the value as paid for by the purchaser of certificate.

A book of fifty as shown in our illustration sells for $1.00—lithographed in two colors—on "crackly" bond paper—numbered consecutively. Each certificate has a stub on which the necessary notations are made to identify the exact style of picture, purchaser, etc., and with each book you get a two colored SHOW CARD for your display case.

Use our Business Letters to let the public know of this idea—We have special letters (see Page 4) for this purpose. Mention it in your advertising and talk PORTRAIT GIFT CERTIFICATES to your customers in your studio.

It is worth a tryout, isn't it? Costs only $1.00 to find out what you can do with it and it may put you on the track of getting a couple hundred dollars of extra business. For if you tell it right you can sell it right because an order for a dozen portraits is a gift worth while. It is not a gift for the moment but will last for years.

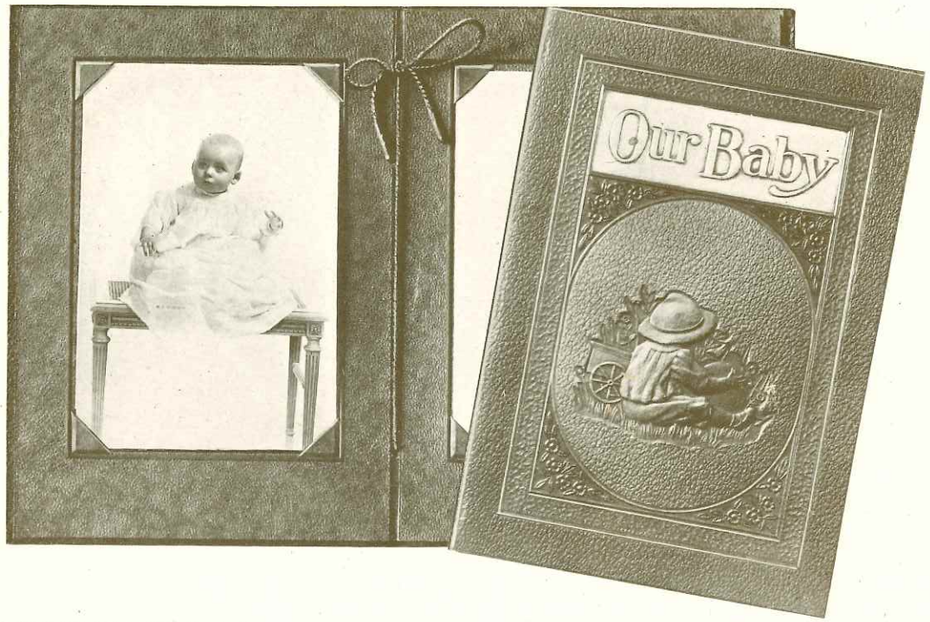
REMEMBER THE PRICE—$1.00 FOR ONE BOOK CONTAINING FIFTY CERTIFICATES.

The Baby Picture Album

(DE LUXE SERIES)

FOR FOUR OR MORE 4 x 6 PICTURES

6 x 8¾ OUTSIDE SIZE



THE BABY PICTURE ALBUM is made of our De Luxe artificial leather and beautifully ornamented on cover. The entire cover is hand-rubbed in beautiful multi-shades, producing an Album that looks and feels like real leather—a real Arts Craft atmosphere. The Album is supplied with leaves for six pictures, held in place by a silk cord, and if more leaves are required they can easily be added.

It is a Salesman for future business

When once you get Mother started on the Album she naturally will come back every six months or year for new portraits to show baby at the different periods of his baby life. On the leaves the word "Date" is printed—this helps suggest the idea of future Portraits. The Album can be sold in connection with orders for Portraits in styles like the Baby Day folder and others, and a selling price made so as to include one of the Albums free of charge.

The best plan is to give an Album free with the first order or to make a proposition to include one of the Albums, free of charge.

Remember the Album constantly suggests and will bring *future* business—it is a salesman working for you. Therefore, do not figure your price too high, but treat part of the cost of this Album as *an investment in advertising and good will.*

Another angle. Mothers are constantly exchanging information regarding their children. A few of these Albums in the homes of your customers will help not only to advertise that you are a maker of Baby pictures, and sell more portraits, *but will sell more portraits to more people.*

Be sure to feature the BABY PICTURE ALBUM with every Baby picture order.

Prices

NO.	EACH
C—BABY PICTURE ALBUM, including leaves for 6 pictures	$2.25
D—Extra leaves each for 2 pictures	.08

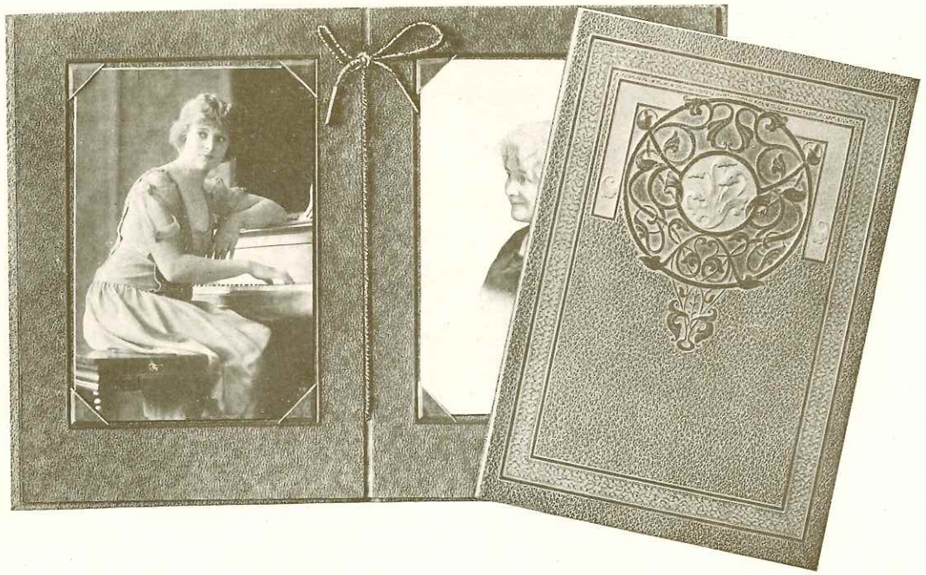
Sample on receipt of list price

The Universal Album

(DE LUXE SERIES)

FOR SIX OR MORE 4 x 6 PORTRAITS

6 x 8¾ OUTSIDE SIZE



WE call this the UNIVERSAL ALBUM as it is used for portraits of family groups, pictures of the children, of parties, clubs, lodges, in fact for any series of portraits where two or more pictures are made of one, two or more persons.

The Album is loose-leaf and is supplied to hold six pictures. More leaves for more Portraits can easily be added.

The cover is made of our De Luxe artificial leather. The design on the cover is finished in multi-shades, producing an artistic hand-colored leather effect.

What they can do for you

The Album is an ornament in any home. A few distributed among your customers will "start the ball to rolling."

How? You know Mrs. So-and-So is a member of a card club. Suggest to her an Album for the members' pictures. This oftentimes means an Album sold to her as well as Albums sold to her friends, to hold exchange pictures.

Again, Mother comes in for pictures of her children. A suggestion of a portrait of herself and husband to complete the family group, will oftentimes only be necessary to close the order. In fact, innumerable ways can be suggested to help the Album work for you in the customers' homes. Talk it *to every customer*. Every home has a practical use for it.

Prices

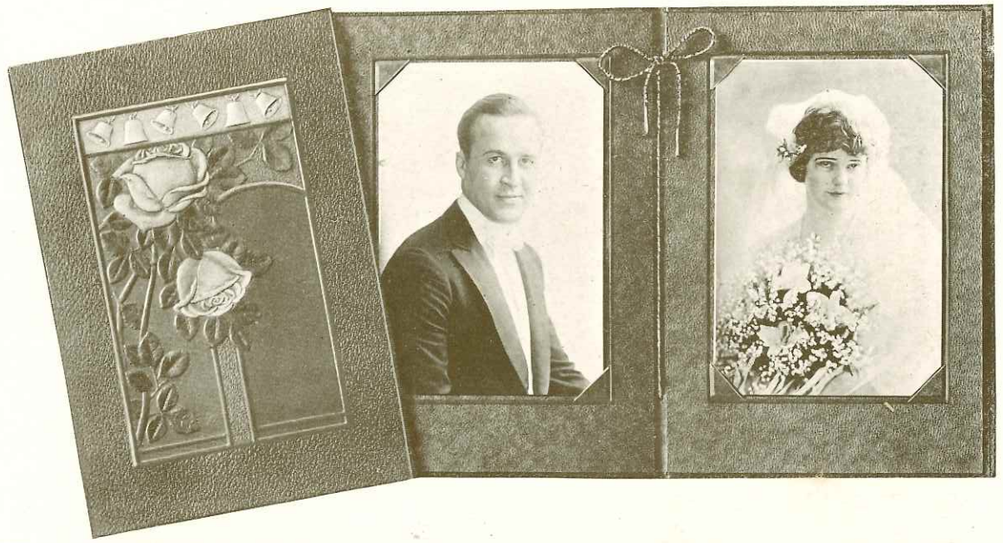
NO.	EACH
G—UNIVERSAL ALBUM, including leaves for 6 pictures	$2.25
H—Extra leaves each for 2 pictures	.08

Sample on receipt of list price

The Wedding Picture Album

(DE LUXE SERIES)

FOR TWO OR MORE 4 x 6 PRINTS—6 x 8¾ OUTSIDE SIZE



THE WEDDING PICTURE ALBUM looks the part. The cover is a beautiful pattern of De Luxe Art leather. The bells and flower design are brought up in Art Craft shades; looks like hand-worked leather—an ornament in any home.

The Album is loose-leaf style and holds two 4x6 Portraits—the Bride's and Groom's pictures. If more Portraits are desired, as for instance the Bridesmaids, etc., extra leaves for these can easily be added.

The wedding day is generally a day of liberality, and Mr. Groom should easily be persuaded to spend a few extra dollars for something handsome and durable to commemorate the event. The Wedding Picture Album will enable you to easily get these few dollars more per order. Remember the Album should not only be featured for the Bride's own use, but extra ones should be suggested as gifts to the parents, relatives and friends.

Have this Album on display. Feature it with every wedding picture order—it means more business.

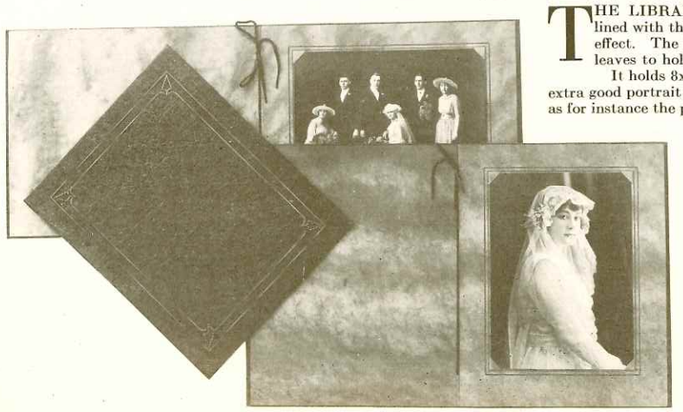
Sample on receipt of list price

No.	Each
E—WEDDING ALBUM, including leaves for 2 pictures	$2.25
F—Extra leaves, each for 2 pictures	.08

The Library Folio

(DE LUXE SERIES)

FOR 7 x 9⅜ PORTRAITS OR GROUPS



THE LIBRARY FOLIO is made of our De Luxe artificial leather—lined with the same material—ornamented on cover with a raised border effect. The folio is supplied with space for one photograph—additional leaves to hold up to four pictures can be added.

It holds 8x10 portraits either upright or horizontal. Feature it for the extra good portrait the customers want for their own use or for the gift portrait, as for instance the portrait from husband to wife, daughter to mother, etc.

But the folio's most profitable use is to feature it for the wedding portraits and the groups. The folio will outwear leather—it is a fitting mounter for the print or portrait that on account of the occasion becomes more valuable as the years roll along.

Sample on receipt of list price

FOR UPRIGHT PRINTS

NO.	FOR PRINTS	SIZE OUTSIDE	PRICE EACH
V-1...	7x9⅜	10½x12¾	$4.50
V-2...	Extra leaves for above		.15

FOR HORIZONTAL PRINTS

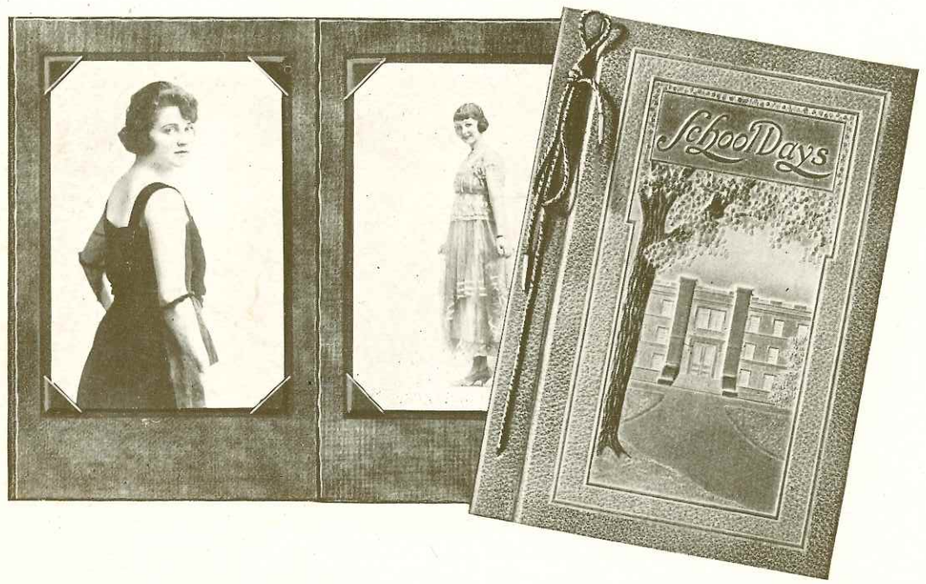
H-3...	7x9⅜	10½x12¾	$4.50
H-4...	Extra leaves for above		.15

The Students' Album

(DE LUXE SERIES)

FOR TWO TO PRACTICALLY AN UNLIMITED QUANTITY OF 4 x 6 PORTRAITS

ALBUM, 6 x 8¾, OUTSIDE SIZE



THE STUDENTS' ALBUM is made to hold from two to fifty or more 4 x 6 pictures and is ideally adapted for students' exchange portraits.

The cover is made of De Luxe artificial leather and the school-day scene is hand-colored in multi-shades. A real artistic creation—an Album every student will be proud to possess and show. Three leaves for four pictures are supplied with each Album and more can easily and quickly be added. The Album looks just as well when finished to hold fifty portraits as it does to hold six or eight.

What You Can Do With It

In many cases it costs about the same or even less to furnish albums on school orders than if regular mounters are used. For example, an album to hold thirty portraits would figure as follows:

1 Album with 3 leaves for 4 pictures	**$2.25**
For the 26 extra pictures, 13 leaves are required at 8c. each	**1.04**
Total cost of Album for 30 pictures	**$3.29**

If instead of this Album you had used a style like the LA SALLE at $10.00 per hundred, the cost for the thirty mounters would have been $3.00 against the cost of the Album and extra leaves, or a difference of 29c. However, the extra value you give the students *is worth dollars more in advertising and good will.*

Selling the Album does not mean only supplying pictures for the Album, for in addition to the exchange pictures the students require pictures for their relatives, etc., and by featuring the 4 x 6 size for the Album also means bringing the school work on a larger and more profitable size.

Have one or more of these Albums on display when schools are looking for class work. This Album enables you to make them an interesting proposition and at no greater expense to you than if the better kind of mounters are used.

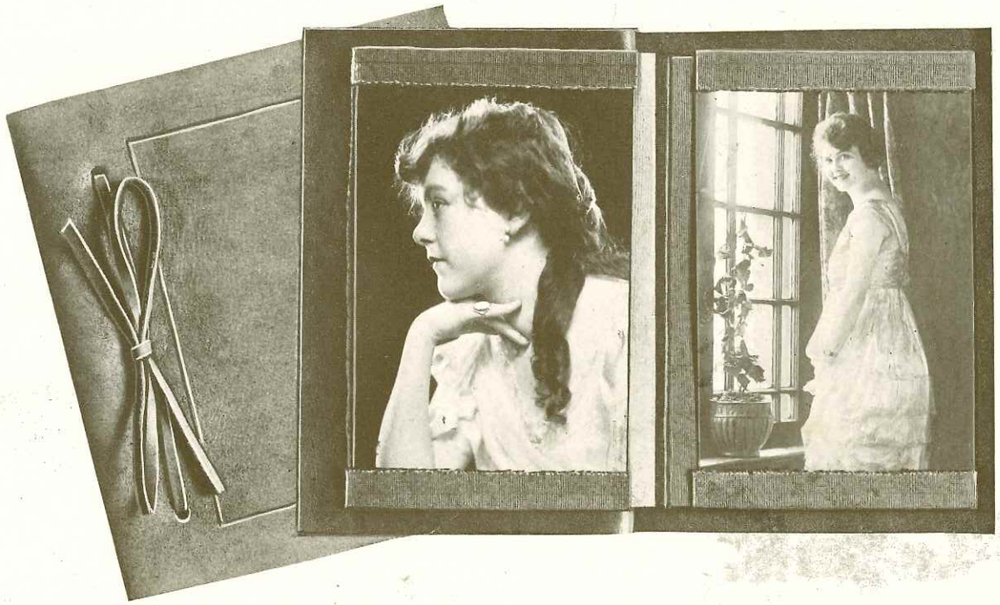
Prices

No.	Each
A—STUDENTS' ALBUM, including leaves for 4 pictures	**$2.25**
B—Extra leaves each for 2 pictures	**.08**

Sample on receipt of list price

Every Season Shows Increasing Sales of the

Class Portrait and Group Album



THERE are a number of reasons for this. The Album is made on the Arts and Crafts order—rich looking—cover of highest grade brown suede leather. Loose leaf style—capacity from 6 to 50 pictures.

Students can keep portraits of their student friends in a compact, orderly and neat manner in one album. From the photographer's standpoint this is good advertising, as the album is placed on desk, table, etc., and the portraits—his work—are always in evidence.

And again, while the album looks an exceptional value to students, its cost in most cases is less than if mounters are used; for instance, an album with capacity of 24 pictures, in the 4 x 6 size, costs complete $1.80—if 4 x 6 folders at say only a price of 8 cents each are used, the cost is $1.92.

The G size is "open back" style—the other sizes "closed back."

NUMBER	FOR PORTRAITS	SIZE ALBUM CLOSED	PRICE EACH
G	3x 4	5½x 5⅜	**$1.15**
A	4x 6	6½x 7⅜	**1.35**
B	5x 8	7½x 9⅜	**1.80**
E	8x10	10½x11⅜	**3.00**
C	Extra leaves 4x 6		**.05**
D	Extra leaves 5x 8		**.06**
F	Extra leaves 8x10		**.08**
H	Extra leaves 3x 4		**.04**

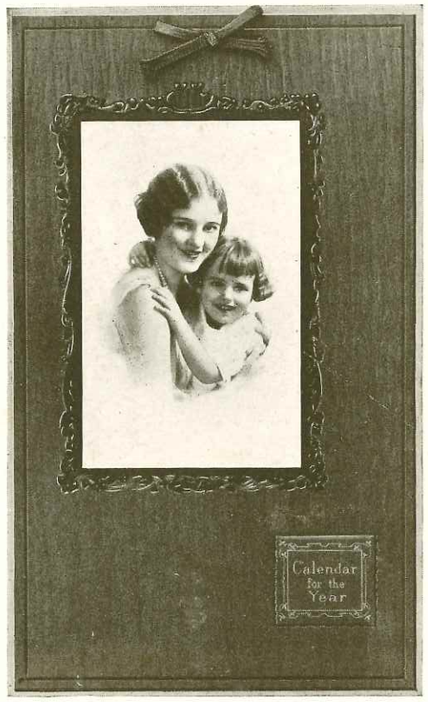
Price of Album includes Three Leaves or capacity for Six Portraits

While this album is specially designed for students' work the wide-awake photographer can also find it the means of getting extra business by featuring it for COMBINATION GROUPS OF FAMILY, CLUBS, LODGES, ETC.

Remember—to sell an album to a customer is an incentive for them to get after their friends to have their portraits made to fill this album—IN OTHER WORDS, THE ALBUM WILL BE WORKING FOR YOU.

The Portrait Calendar

(FLORENTINE STOCK)



FOR 4 x 6 SQUARE PRINTS
OUTSIDE SIZE 6¾ x 11

COLORS: *Savoy Grey, Naples Brown*

Price $12.50 per 100

Sample for six 2c stamps

THE CALENDAR is an inslip style for 4 x 6 prints, attractively tinted and embossed—the design around opening for print to harmonize with tone of portrait; the design on calendar pad cover in a lustrous enamel ink.

An added attraction is the silk braid bow-knot which not only adds a touch of beauty, but is used as a hanger to attach calendar to the wall.

Professional calendars are an annual feature in hundreds of studios not only to sell outright, but more often to use as an advertisement.

The calendar enables the studio to have a salesman who will constantly be in the homes and offices of their prospective customers calling attention to the studio and the work.

How to use the calendar as an advertising proposition

Make an extra print from every order you deliver in September, October and November. Mount these prints in the calendar and present them with your compliments to your customer.

The cost is small compared to results obtained, for the calendar will not be put away and forgotten, but as it is placed where it can be easily seen, not only by your customers but when their friends visit them the calendar cannot but help talk your portraits.

Don't wait for December to work this calendar as an advertising proposition—you're busy then. Start right now doing it—you get two or three months' extra advertising by doing it early in the season.

Or to use as a sales stimulator

You can make attractive offers to stimulate early Fall buying by featuring the calendar with orders for a dozen portraits. For instance, offer the calendar with every dozen NEW ERA (See page 19) or TIVOLI (See page 38) or any other styles. Suggest it as a Christmas Greeting Card to send to friends, etc.—costs but little to mail.

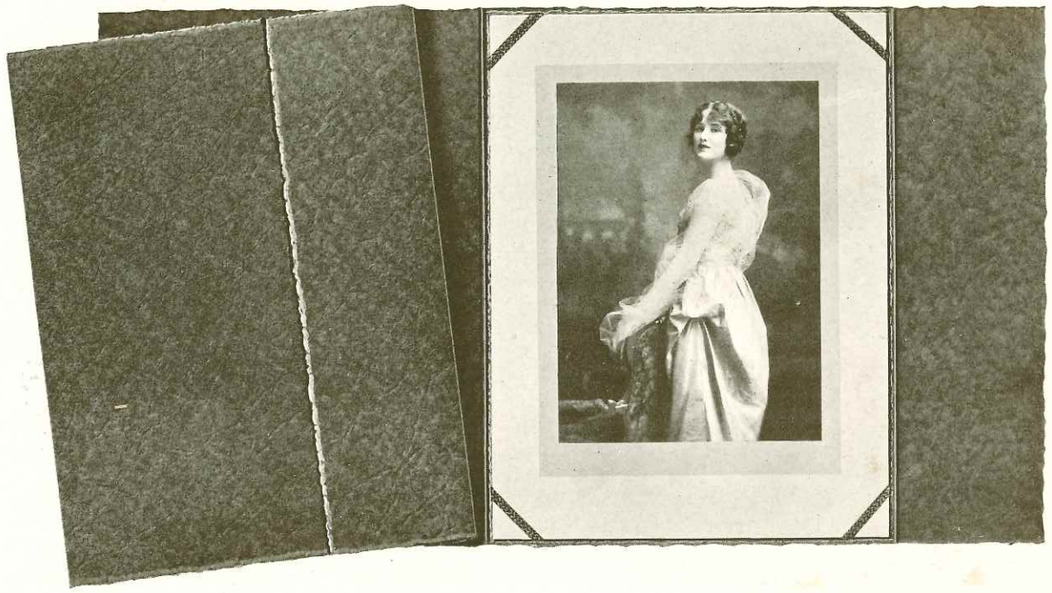
Either way you use the calendar—as an advertisement or to sell outright, it will help advertise yourself as a maker of portraits and should be carefully considered in planning your Fall and Christmas sales campaign—for it will work for you and pay you profitable dividends.

The Newport

(TAPESTRY STOCK)

FOR 10½ x 13½ AND 12¾ x 17¾ SHEET PRINTS

COLORS: *Moss Grey, Roman Brown*



THE NEWPORT is made to express quality without it even being mentioned.

The stocks—our heavy-weight Tapestry—die finished in a leather pattern—craftsmen deckled—and the corners to hold prints made of silk braid—all speak quality—exclusiveness. The prints are inserted under the silk braid—the deckle of the insert showing all around the portrait.

The Moss Grey shade is for either Black and White or Black and White on Buff paper.

Sample on receipt of list price

The Newport

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
A-1.....	Grey	10½x13½	10¾x13¾	$35.00
A-2.....	Brown	10½x13½	10¾x13¾	35.00
B-1.....	Grey	12¾x17¾	13 x18	50.00
B-2.....	Brown	12¾x17¾	13 x18	50.00

The 10½x13½ size is for your best priced portraits from 8x10 negatives masked on 11x14 paper. The 12¾x17¾ is for a new proposition—many studios have been getting good prices for 8x10 prints masked on 11x14 paper. In these days when the public is expecting more for the money, the studios, by only spending a few cents more per dozen for the paper and mounter, can give this same 8x10 print but made on 13x18 paper for the same price as they formerly received for the profitable 11x14 outside size. An 8x10 portrait on 13x18 paper certainly looks dollars more. The cost of doing this is a small item and it helps to hold the good prices in line. In other words "gives more value for the money."

The Radiant

(FABRI-GOLD STOCK)

A CORNER HOLDER STYLE FOR 4 x 6 PRINTS, 5 x 7⅜ OUTSIDE AND 7 x 9⅜ PRINTS, 8½ x 11¼ OUTSIDE

COLORS: *Grey and Brown*

THE RADIANT is well named—it is a style that sparkles. The Fabri-Gold stock for both cover and insert—the classic raised gold ornament on cover and the border of gold around print on insert all bespeak radiancy—brilliancy.

Corners are raised, embossed and wedged to facilitate mounting. Edges are machine crushed—a finished appearance.

Two distinctive shades for Black and White and Sepia prints.

Sample on receipt of list price

The Radiant

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
AM-1.....	Grey	4x6	5 x 7⅜	**$15.00**
AM-2.....	Brown	4x6	5 x 7⅜	**15.00**
JM-1.....	Grey	7x9⅜	8½x11¼	**25.00**
JM-2.....	Brown	7x9⅜	8½x11¼	**25.00**

There is no other style like the RADIANT—It is in a class by itself. It is especially desirable to feature for gift portraits.

The Oriental

A "CORNER HOLDER" FOR YOUR BEST PRICED 6 x 10, 8 x 10, 7 x 11 AND 11 x 14 SHEET PORTRAITS. MADE IN UNIVERSAL BROWN SUITABLE FOR ALL TONES OF PAPER

Genuine Leather Corners

THE ORIENTAL.—The cover is highly enameled dark brown stock with a texture and finish so rich and lustrous that one can almost feel the soft leather it simulates, and the leather effect is further emphasized by the corners for holding prints being made of *genuine* morocco leather, hand tooled. (Another distinctive T. L. idea.)

The cover is delicately lined and ornamented with a small raised chamois colored monogram design—just enough ornamentation to add the final touch of attractiveness.

The color is our Universal Brown suitable for all tones of prints.

Sample of any size on receipt of list price

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
A.....	Brown	6 x10	6⅛x10⅛	**$17.50**
B.....	Brown	7 x 9⅜ (Trimmed 8x10)	7⅛x 9½	**18.50**
C.....	Brown	7 x11	7⅛x11⅛	**21.00**
D.....	Brown	10½x13½ (Trimmed 11x14)	10¾x13¾	**31.00**

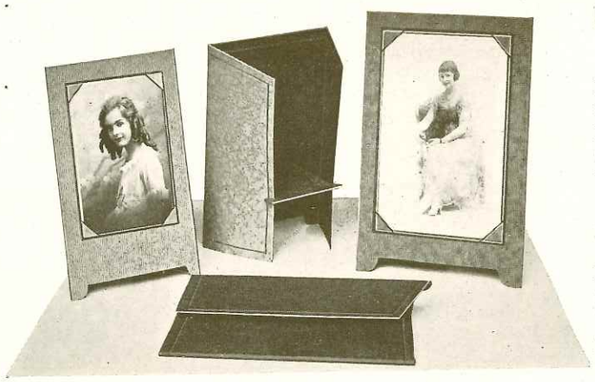
The Advance

(EASELOCK—PATENTED)

FOR 2⅞x4½ AND 4x6 PRINTS

Patent 1,396,724
40-148.

COLORS: *Tapestry Duplex Grey and Tapestry Duplex Brown*



THE ADVANCE.—The stock is Tapestry Duplex—finished on the cover with a drawn linen pattern with a silk stripe pattern on the insert. The notched easel (a patented T. L. feature) is concealed in a slot on the back of the folder. It does not disfigure folder when prints are delivered, but is quickly placed in position when the folder is to be used as an easel.

We confidently place it before the studios as a style which will prove a money-getter for 2⅞x4½ and 4x6 prints. Its selling pointers are quickly passed on to the customers so that the few cents more per dozen is of little moment in comparison with the prices it enables studios to get for their portraits. The A size is for a trimmed print made two on 5x7 plate and paper. It will go well for the better grade students' exchange pictures.

Sample for seven 2c stamps

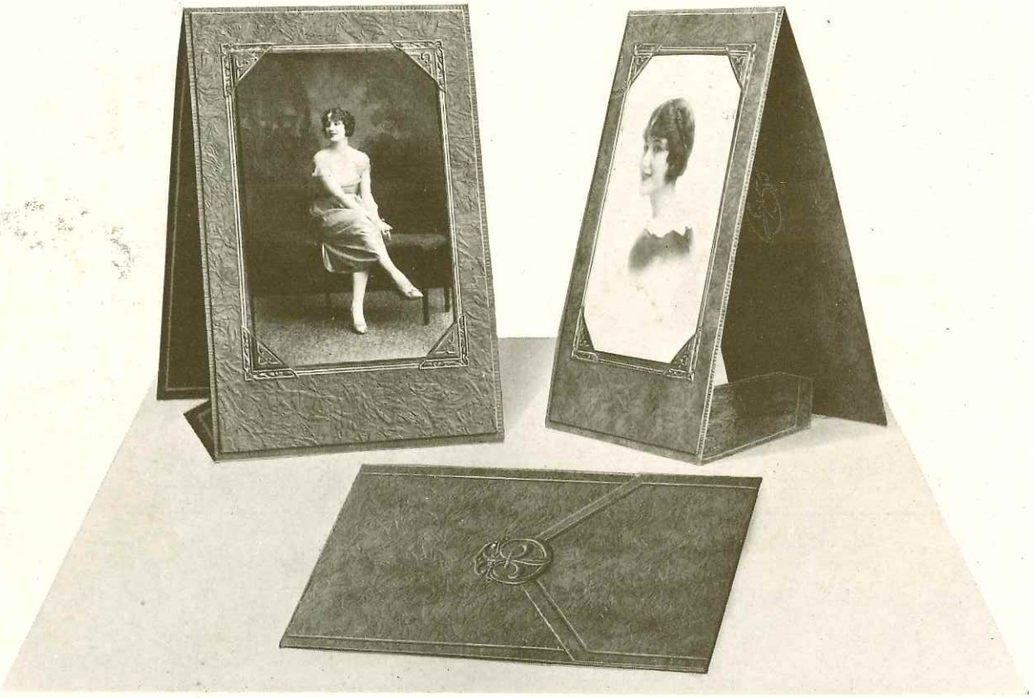
NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
A-1.....	Grey	2⅞x4½	4 x7	**$10.00**
A-2.....	Brown	2⅞x4½	4 x7	**10.00**
FW-1.....	Grey	4 x6	5¼x8	**12.50**
FW-2.....	Brown	4 x6	5¼x8	**12.50**

The Excello

(MOSAIC STOCK)

AN EASEL CORNER HOLDER STYLE FOR 4 x 6 TO 7 x 9⅜ PRINTS

In Olivetone and Browntone Shades



THE EXCELLO—delivered to the customers folded—quickly set up as an easel for the desk or table.

The stock for both cover and insert is our Mosaic—semi-enameled—a blending of rich oriental shades and surfaced in a clean cut steel etched leaf pattern—a perfect harmony of stock, color blendings and finish. The embossed insert design is delicately tinted in gold on the Browntone—in silver on the Olivetone—imparting a sparkling richness to the portrait. The corners are raised and wedged to facilitate quick mounting.

Sample on receipt of five 2c stamps

The Excello

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
FW-1.....	Olive	4 x6	5⅝x 8½	$11.00
FW-2.....	Brown	4 x6	5⅝x 8½	11.00
CM-1.....	Olive	4½x6½	6¼x 9⅛	13.50
CM-2.....	Brown	4½x6½	6¼x 9⅛	13.50
DM-1.....	Olive	4¾x7¾	6⅝x10½	15.00
DM-2.....	Brown	4¾x7¾	6⅝x10½	15.00
JM-1.....	Olive	7 x9⅜	8¾x11¾	18.50
JM-2.....	Brown	7 x9⅜	8¾x11¾	18.50

The Excello is the result of most careful thought and study to produce an artistic—timely—style. It meets the popular demand for a high class easel style and with that touch of distinction which raises it above the ordinary. You will like it and your trade will like it—be sure to get acquainted with it.

The New Era

(MARBLETONE STOCK)

A CORNER HOLDER STYLE FOR 4 x 6 TO 7 x 9⅜ PRINTS

In Marbletone Grey and Marbletone Brown Shades

THE NEW ERA—Cover stock is our Marbletone—heavy yet soft feeling—duo-shaded—surfaced with a die cut seal leather pattern—craftsman deckled edges—ornamented with a raised color design and finished with hand tooled lines.

The insert is Tapestry stock with duplex finish—a pin seal for the outside border—the raised deckled tinted insert with a fabric linen—edges are cut rough deckle to match the insert tinted irregular edges—a new "stunt" for corner holder prints.

The corners are raised, embossed and wedged to facilitate quick mounting.

This style is a fitting example of the years of experience of Taprell, Loomis & Co. in designing mounters—which means that it isn't just a design—a stock—an ornament, but the "know how" to produce a style which by its very look spells newness—quality.

Sample for six 2c stamps

The New Era

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
AM-1.....	Grey	4 x6	5⅝x 8⅝	$10.00
AM-2.....	Brown	4 x6	5⅝x 8⅝	10.00
CM-1.....	Grey	4½x6½	6 x 9	12.50
CM-2.....	Brown	4½x6½	6 x 9	12.50
DM-1.....	Grey	4¾x7¾	6⅝x11	14.00
DM-2.....	Brown	4¾x7¾	6⅝x11	14.00
GM-1.....	Grey	6 x8	7¾x11¼	15.00
GM-2.....	Brown	6 x8	7¾x11¼	15.00
JM-1	Grey	7 x9⅜	9 x13	17.50
JM-2.....	Brown	7 x9⅜	9 x13	17.50

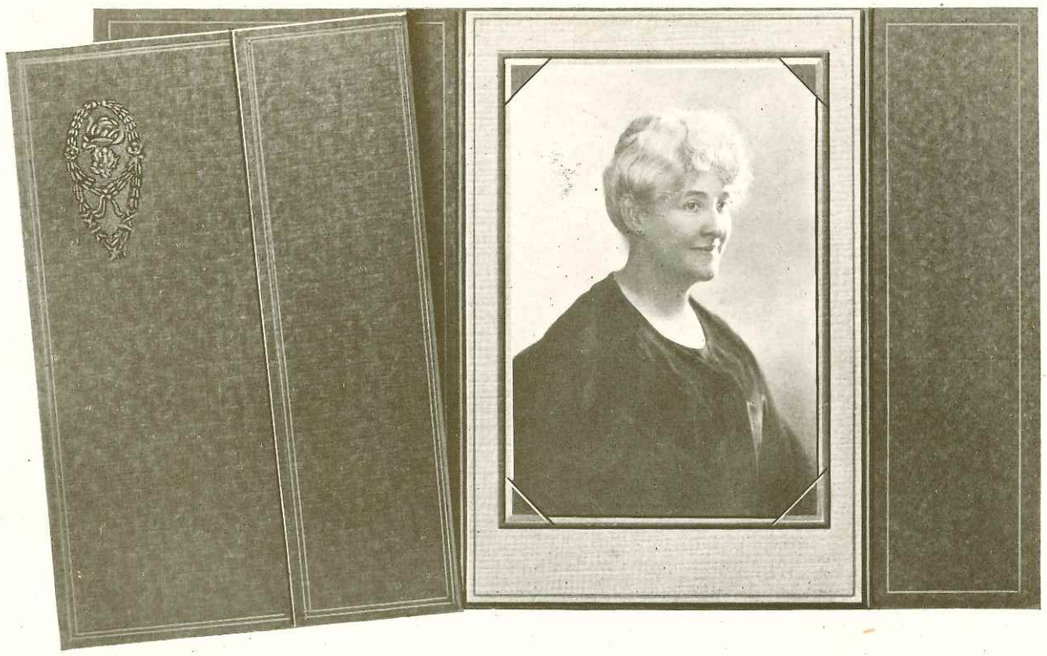
The New Era The whole effect, the feel and finish of stock, the ornamentation and designs on cover and insert, all stand out with a clear-cut convincing quality look, and we confidently predict it will be one of the mainstays of your this season's business to help you maintain prices, for it gives that "more-value-for-the-money" look for your sheet prints you mount in folders of this type.

The Normalcy

(DUOTONE STOCKS)

DOUBLE FLAP "CORNER HOLDER" FOLDER FOR 4 x 6 AND 4½ x 6½ PRINTS

COLORS: *Dark Duotone Grey Cover with Photo Grey Insert*
Dark Duotone Brown Cover with Almond Brown Insert



THE NORMALCY—The stock for the cover is our Duotone and attractively ornamented with a tinted raised rose and wreath design.

The insert design is a half round tinted and embossed frame effect with the corners for holding the prints also tinted and raised. The raised corners give a finished appearance to the mounted portrait as the print lays flat—without that pinched effect, the result of plain cut corners.

The folders are supplied with paper wedges under the corners. This means prints are easily and quickly mounted.

The CM size is for trimmed 5 x 7 prints (4½ x 6½).

Sample for seven 1c stamps

The Normalcy

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
AM-1	Grey	4 x6	5¼x7¾	**$6.50**
AM-2	Brown	4 x6	5¼x7¾	**6.50**
CM-1.....	Grey	4½x6½	6 x8¾	**7.50**
CM-2.....	Brown	4½x6½	6 x8¾	**7.50**

The Normalcy looks right and is right for a mounter for your medium priced portraits in corner holder styles. For your better grades we suggest the NEW ERA or EXCELLO, but show all three styles—for the larger the range in styles, the easier to make better sales and satisfied customers.

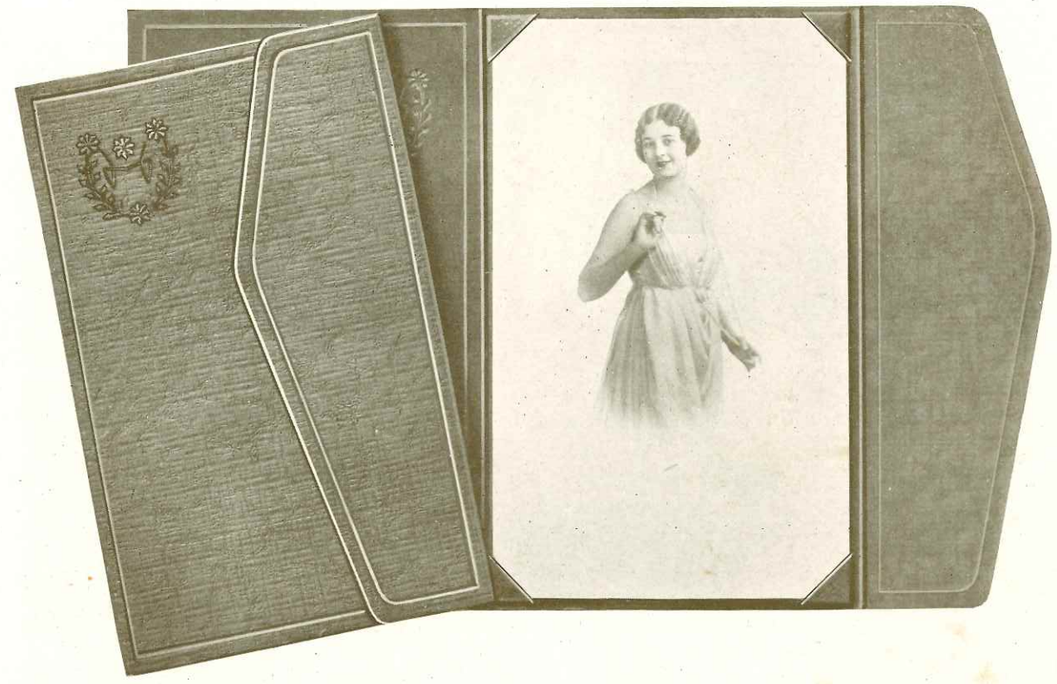
P. S.—Don't overlook this style as a mounter for school work.

The Georgian

(TRIOTONE STOCK)

A CLOSE "CORNER HOLDER" STYLE FOR SHEET PRINTS 4 x 6 TO 10 x 13½

COLORS: *Trio Grey, Trio Brown*



IF you are featuring close "corner styles" for sheet portraits and want a folder different and away from the sameness of most styles of this type, then THE GEORGIAN will command your attention.

It is our Triotone stock—an enameled yet pliable fabric finished pattern, with a *three color scheme* that will meet with your instant approval. The dainty two color raised design and diagonally cut flap are additional features to raise this style above the ordinary.

To make a folder of this type, using this high grade stock and the richly colored ornament, means that it costs a few cents more per dozen, but it will help at the same time to keep up your standard of prices so it will prove real economy to pay more because it will get you more—for your profit is made, not in the buying of mounts, but in selling of your portraits.

Sample for five 2c. stamps

The Georgian

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
AM-1.....	Grey	4x 6	4¼x 6¼	**$ 6.75**
AM-2.....	Brown	4x 6	4¼x 6¼	**6.75**
DM-1.....	Grey	5x 8	5¼x 8¼	**9.25**
DM-2.....	Brown	5x 8	5¼x 8¼	**9.25**
EM-1.....	Grey	6x10	6¼x10¼	**11.50**
EM-2.....	Brown	6x10	6¼x10¼	**11.50**
JM-1.....	Grey	7x 9⅜	7¼x 9⅝	**12.50**
JM-2.....	Brown	7x 9⅜	7¼x 9⅝	**12.50**
XM-1.....	Grey	7x11	7¼x11¼	**14.00**
XM-2.....	Brown	7x11	7¼x11¼	**14.00**
ZM-1.....	Grey	10x13½	10¼x13¾	**21.00**
ZM-2.....	Brown	10x13½	10¼x13¾	**21.00**

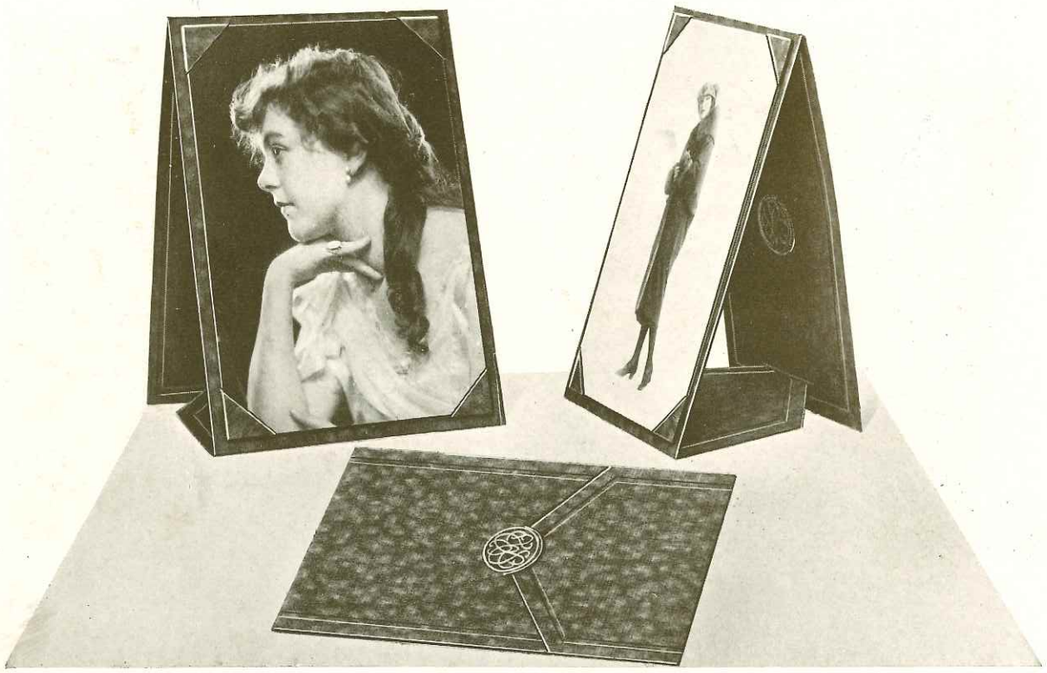
Remember, the stock is TRIOTONE. Looks and is high class.

The Delta

(WAVERLY STOCK)

A Close Corner Easel Style for 3 x 4, 3¼ x 4¾, 4 x 6 and 4¾ x 7¾ Prints

In Olivetone and Browntone Shades



THE DELTA meets the demand for a good quality "close corner" easel style folder.

The stocks both cover and insert are our "Waverly"—a two toned waved ripple effect—fabric surfaced.

The design on flap is both an ornament and a lock to keep folder closed when delivered. The easel is made by simply folding flap and cover back and inserting the edge of the lower flap into a double cutout of the cover. This effectively locks easel so that it stands up firmly.

Do not confuse this folder with other similar styles on the market. The Waverly stock adds character—a rich looking folder but not high priced.

Sample for five 1c stamps

The Delta

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
E-1.....	Olive	3 x4	3¼x4¼	$4.75
E-2.....	Brown	3 x4	3¼x4¼	4.75
FD-1.....	Olive	3¼x4¾	3½x5	5.00
FD-2.....	Brown	3¼x4¾	3½x5	5.00
AM-1.....	Olive	4 x6	4¼x6¼	5.50
AM-2.....	Brown	4 x6	4¼x6¼	5.50
DM-1.....	Olive	4¾x7¾	5¼x8¼	7.50
DM-2.....	Brown	4¾x7¾	5¼x8¼	7.50

The Delta—It is not a style we recommend for your good priced portraits. For these, more conservative styles like the GEORGIAN and NORMA, are better ones to use, but for pictures of the young folks, especially so, students, the DELTA is the style to feature—it will prove a winner for this class of portrait work.

The Norma

(CORDOVA STOCK)

A "Corner Holder" Style for 4 x 6 to 10 x 13½ Sheet Portraits

Colors: *Grenada Grey and Alhambra Brown*

THE NORMA—A rich style at a low price. It is made of our Cordova stock—soft suede feel—in Grey and Brown and in beautiful blendings of Photographic shades. It has no ornamentation excepting the hand tooled lines around the edges, which lend themselves beautifully for any style of name stamping.

The DM size is made to take prints made two on from 8 x 10 plates or films and printed two on from 8 x 10 paper. An economical size to make and one that will bring real profitable prices.

The insert and corner holders are all made of the same grade Cordova stock as the cover.

Sample for Three 2c. Stamps

The Norma

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
AM-1.....	Grey	4 x 6	4¼x 6¼	$5.00
AM-2.....	Brown	4 x 6	4¼x 6¼	5.00
DM-1.....	Grey	4¾x 7¾	5 x 8	6.25
DM-2.....	Brown	4¾x 7¾	5 x 8	6.25
EM-1.....	Grey	6 x10	6¼x10¼	7.50
EM-2.....	Brown	6 x10	6¼x10¼	7.50
JM-1.....	Grey	7 x 9⅜	7¼x 9⅝	7.75
JM-2.....	Brown	7 x 9⅜	7¼x 9⅝	7.75
XM-1.....	Grey	7 x11	7¼x11¼	9.00
XM-2.....	Brown	7 x11	7¼x11¼	9.00
ZM-1.....	Grey	10 x13½	10¼x13¾	14.00
ZM-2.....	Brown	10 x13½	10¼x13¾	14.00

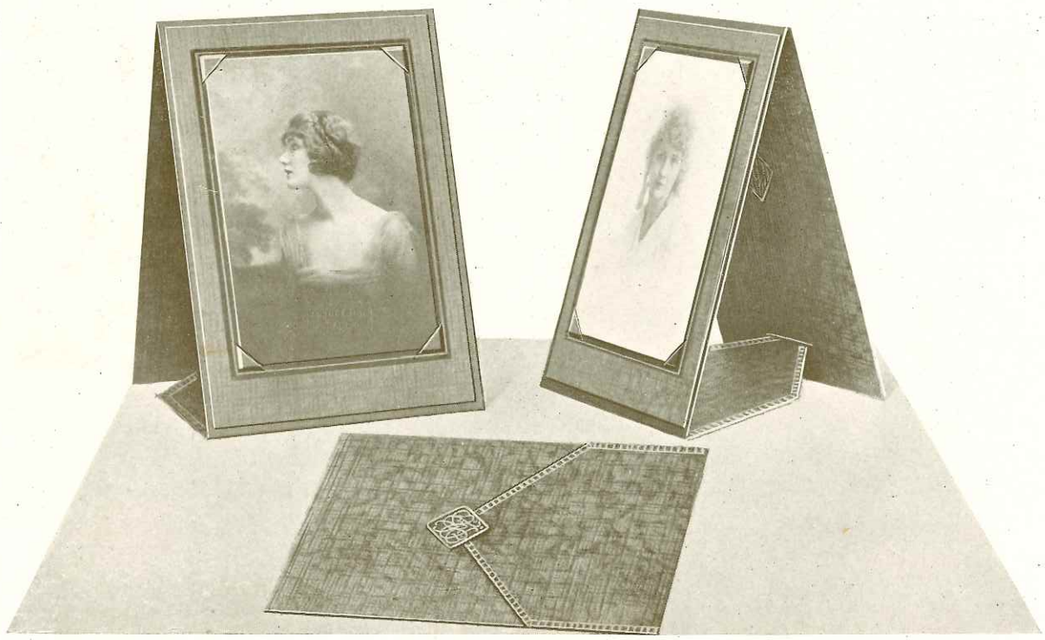
While the folder is designed for your staple run of sheet prints, the style is by no means a staple looking one but a rich folder in both color and quality of stock—one that will help sell portraits.

The Euclid

(TRIOTONE STOCK)

AN EASEL CORNER HOLDER STYLE FOR 2 x 3, 3 x 4 AND 3¼ x 4¾ PRINTS

COLORS: *Trio Grey, Trio Brown*



THE EUCLID—An easel style for small pictures allowing for a margin around the portrait to give that larger look which means the better selling value.

The stock for both cover and insert is our Triotone—a rich lustrous semi-enamel, soft feeling material. The insert design is in color, embossed, with the corners for holding the prints raised so that prints lay flat. In addition these corners have paper wedges to facilitate mounting.

Sample for five 1c stamps

The Euclid

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
A-1.....	Grey	2 x3	3 x4½	$4.75
A-2.....	Brown	2 x3	3 x4½	4.75
E-1.....	Grey	3 x4	4 x5¾	6.50
E-2.....	Brown	3 x4	4 x5¾	6.50
FD-1.....	Grey	3¼x4¾	4½x6⅜	7.00
FD-2.....	Brown	3¼x4¾	4½x6⅜	7.00

The Euclid adds that final touch of perfection to make your small pictures look more than just small pictures—*real miniature portraits.* Especially desirable to feature for school work.

The Players

(DUOTONE STOCKS)

A "CORNER HOLDER" STYLE FOR 2¼ x 5, 3 x 4 AND 3 x 6 PRINTS

COLORS: *Duotone Grey cover, Photo Grey insert*
Duotone Brown cover, Photo Brown insert

THE PLAYERS—As you will note from outside size, this style allows for a well proportioned tinted margin around the print, *which adds inches to the looks of the portrait.*

The cover is surfaced with a narrow ribbon pattern and the design brought up in attractive colors. Prints are easily and quickly inserted.

Feature if for students' exchange pictures.

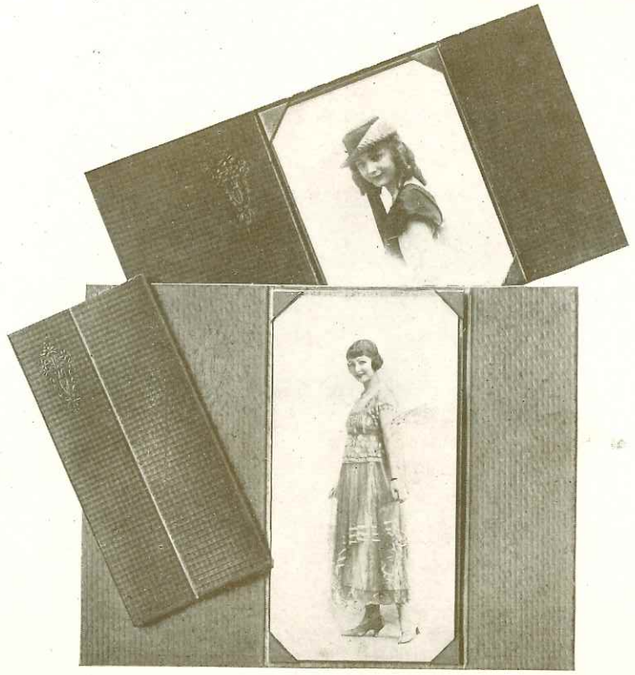
Sample for two 2c stamps

NUMBER	COLOR	FOR PRINTS	PRICE PER 100
A-1....	Grey	2¼x5 square	$4.50
A-2....	Brown	2¼x5 square	4.50
E-1....	Grey	3 x4 square	4.50
E-2....	Brown	3 x4 square	4.50
FD-1...	Grey	3½x5 square	4.75
FD-2...	Brown	3½x5 square	4.75
G-1....	Grey	3 x6 square	5.00
G-2....	Brown	3 x6 square	5.00

Remember—the folders come to you with paper wedges under each corner, which means that prints are easily and quickly inserted.

The Florence

(ENAMELED STOCKS)



A CLOSE "CORNER STYLE" FOR 2½ x 5, 3 x 4 AND 3 x 6 WORK

COLORS: *Grey and Dark Brown*

THERE is always a demand for a classy small size pocket style mounter, particularly so from the young folks, especially students. THE FLORENCE is designed to fill this demand. The stocks are enameled, finished in a cross stitch pattern and ornamented with a neat gold design.

All of the sizes this style is made in are economical to make and in connection with the "getup" of the folder cannot help but bring profitable prices for these small size portraits.

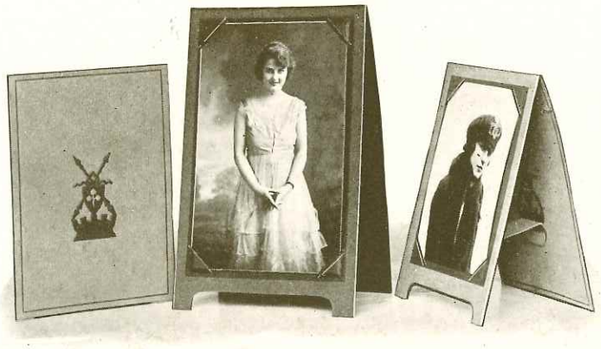
Sample for three 2c stamps

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
A-1....	Grey	2¼x5	2½x5¼	$5.00
A-2....	Brown	2¼x5	2½x5¼	5.00
E-1....	Grey	3 x4	3¼x4¼	5.00
E-2....	Brown	3 x4	3¼x4¼	5.00
G-1....	Grey	3 x6	3¼x6¼	6.00
G-2....	Brown	3 x6	3¼x6¼	6.00

The Stand-ard

A Combination Folder and Easel Style Mounter for 3 x 4 and P. C. Size Prints

Colors: *Grey and Brown*



THE STAND-ARD is a novelty, specially designed to attract the young folks—students, etc. When you deliver the pictures you deliver them in a regulation looking style folder—by simply turning cover over and attaching it to the specially designed easel arrangement in back of folder, you have an easel mounter which "stays put."

The cutout at bottom of folder (as shown in illustration) gives that different looking touch to this style to make a real easel mounter.

Sample for six cents

The Stand-ard

NUMBER	COLOR	FOR PRINTS	SIZE CLOSED	PRICE PER 100
E-1.....	Grey	3 x4 square	3¾x5⅜	$4.00
E-2.....	Brown	3 x4 square	3¾x5⅜	4.00
G-1.....	Grey	3⅜x5⅜ square	4¼x6¾	5.00
G-2.....	Brown	3⅜x5⅜ square	4¼x6¾	5.00

You can feature this style as a "flyer" for school work, etc., and withdraw it at any time without interfering with your regular portraits.

A window display of this style will attract attention—the STAND-ARD looks different.

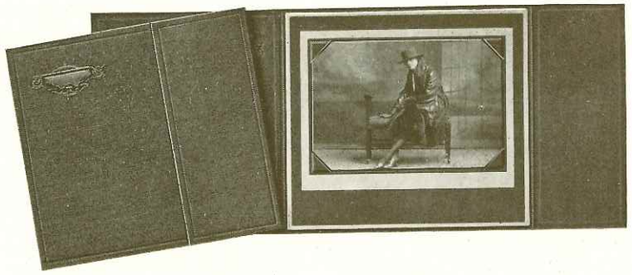
The Zontal

A "Corner Holder" Style for Horizontal 4 x 6 Prints

Colors: *Grey and Brown*

THE ZONTAL—Stock for cover is of good Bristol weight, fabric plated — ornamented with a new Grecian design in color that lends itself beautifully for the horizontal cut of this folder.

The arrangement of the tinting and embossing of the insert shows the print to excellent advantage, in fact, gives it the appearance of a 5 x 7 size.



Sample for seven 1c stamps

The Zontal

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
FW-1.....	Grey	4x6 square	7x7¾	$8.00
FW-2.....	Brown	4x6 square	7x7¾	8.00

The Zontal—This is a style your Sales Counter needs. Insist on the salesman showing it to you. It shows to best advantage small groups and single figures posed horizontally.

The Concerto

(TRIOTONE STOCK)

A Horizontal Corner Holder Style For 5 x 7, 6½ x 8½ and 8 x 10 Prints—Groups or Single Figures Made From Horizontal Negatives

Colors: *Trio Grey—Trio Brown*

THE CONCERTO—The design on insert allows for a pleasing margin around print. The corners are raised embossed—prints lay flat.

The corners are braced with paper wedges so that mounting is easily and quickly done.

The cover and insert stocks are our Triotone Grade—a rich lustrous semi-enamel three tone effect—it has that parchment feel.

The insert and cover both are suitably ornamented to set off print to the best possible selling advantage.

The splendid style for the better priced wedding, family, groups; also for home portraiture work.

Sample for five 2c stamps

The Concerto

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
A-1.....	Grey	5 x 7	7 x 8¼	$12.00
A-2.....	Brown	5 x 7	7 x 8¼	12.00
B-1.....	Grey	6½x 8½	8½x 9¾	15.00
B-2.....	Brown	6½x 8½	8½x 9¾	15.00
C-1.....	Grey	8 x10	9½x11	16.50
C-2.....	Brown	8 x10	9½x11	16.50

The Concerto—This is a style that fits in right for your showing for horizontal work. Show the BRODLEY for your good priced work—the CONCERTO and ARCADIAN for your better and best prices. The choice of these three attractive styles will appeal to your customers—will give them an opportunity to select—to fit their preference and size of pocketbook.

The Antilles

AN ARTIST PROOF STYLE FOR 4 x 6 TO 11 x 14 PRINTS

COLORS: *Marble Grey and Marble Brown*

THE ANTILLES is our choicest production for sheet portraits. The stocks are rich Duo blendings of Marble shades in both Grey and Brown and with that quality feel only found in high grade paper. The flaps have our improved DOUBLE SCORE feature, which enables you not only to insert prints quickly, but also keeps them flat and in position after they leave the studio. This is an exclusive T. L. feature and not found in cheaper and ordinary styles. The rich gold and tinted ornament on flap adds a striking note of richness.

Note the two panel sizes—3x8 and 4x10—for full standing figures. A number of studios are featuring them with profitable results for better grade school work.

Sample for six cents

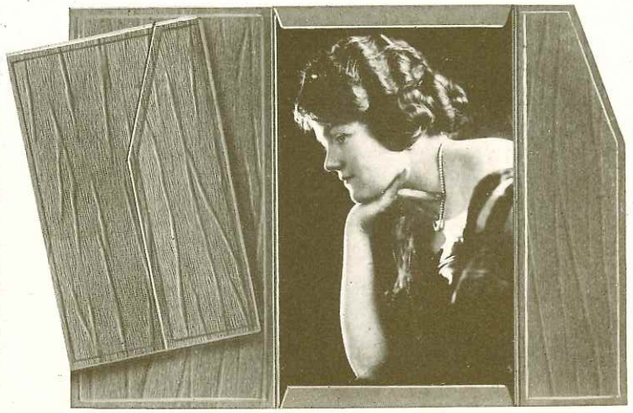
NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
AM-1.....	Grey	4x 6	4⅛x 6½	$5.00
AM-2.....	Brown	4x 6	4⅛x 6½	5.00
TM-1.....	Grey	3x 8	3⅛x 8½	5.25
TM-2.....	Brown	3x 8	3⅛x 8½	5.25
DM-1.....	Grey	5x 8	5⅛x 8½	7.00
DM-2.....	Brown	5x 8	5⅛x 8½	7.00
PM-1.....	Grey	4x10	4⅛x10½	7.25
PM-2.....	Brown	4x10	4⅛x10½	7.25
EM-1.....	Grey	6x10	6⅛x10½	8.50
EM-2.....	Brown	6x10	6⅛x10½	8.50
HM-1.....	Grey	7x10	7⅛x10½	8.75
HM-2.....	Brown	7x10	7⅛x10½	8.75
XM-1.....	Grey	7x11	7⅛x11½	9.00
XM-2.....	Brown	7x11	7⅛x11½	9.00
ZM-1.....	Grey	11x14	11⅛x14½	15.00
ZM-2.....	Brown	11x14	11⅛x14½	15.00

The Antelles costs more than ordinary styles but it quickly brings the good prices for your high class sheet portraits, so the little extra cost per dozen is of small moment. The stock is quality—the ornament strikingly in keeping. Remember, the flaps nip the prints at top and bottom—a T. L. feature.

The Art Grade

AN ARTIST PROOF STYLE FOR 4 x 6 TO 11 x 14 PORTRAITS

COLORS: *Gun Metal Grey, Swiss Grey, Walnut Brown*



THE ART GRADE—Stocks are finished in a rich wood veneer engraved pattern—a quiet, decorative effect, in keeping for the class of portrait used in a style of this kind. It has no further ornamentation. The look of completeness is added by the tinted lines around border of the crushed edges. The folder lends itself beautifully for any style of name stamping. The Swiss Grey shade is specially adapted for the ever-increasing popular black and white prints made on Buff paper.

Sample for six cents

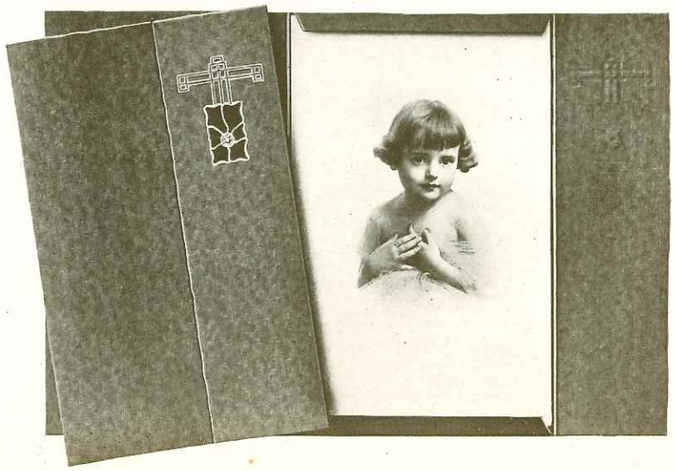
NUMBER	COLOR	FOR PRINTS	PRICE PER 100	NUMBER	COLOR	FOR PRINTS	PRICE PER 100
AM-1.....	Grey	4x 6	$3.25	HM-1.....	Grey	7x10	$6.00
AM-2.....	Swiss	4x 6	3.25	HM-2.....	Swiss	7x10	6.00
AM-3.....	Brown	4x 6	3.25	HM-3.....	Brown	7x10	6.00
DM-1.....	Grey	5x 8	4.25	XM-1.....	Grey	7x11	6.50
DM-2.....	Swiss	5x 8	4.25	XM-2.....	Swiss	7x11	6.50
DM-3.....	Brown	5x 8	4.25	XM-3.....	Brown	7x11	6.50
EM-1.....	Grey	6x10	5.25	ZM-1.....	Grey	11x14	11.50
EM-2.....	Swiss	6x10	5.25	ZM-2.....	Swiss	11x14	11.50
EM-3.....	Brown	6x10	5.25	ZM-3.....	Brown	11x14	11.50

The stocks—the finish—the edges, all combined, give you in this style a complete—a finished looking folio for your moderately priced sheet portraits. The 4x6 and 5x8 sizes are specially desirable for school work.

The Genesta

(DUOTONE STOCK)

A FOLIO STYLE FOR 4 x 6 TO 11 x 14 SHEET PORTRAITS



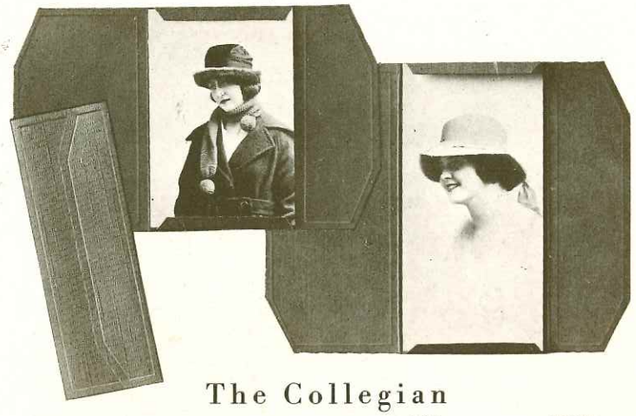
THE GENESTA is made of our exclusive Duotone stocks in Grey and Brown. The design on flap is in gilt and color enamel — edges crushed.

A favorite with the studios.

Sample for four cents

NUMBER	COLOR	SIZE OF PRINT	PRICE PER 100
AM-1...	Grey	4 x 6	$3.50
AM-2...	Brown	4 x 6	3.50
TM-1...	Grey	3⅛x 8	4.00
TM-2...	Brown	3⅛x 8	4.00
DM-1...	Grey	5 x 8	4.75
DM-2...	Brown	5 x 8	4.75
PM-1....	Grey	4 x10	5.00
PM-2....	Brown	4 x10	5.00
EM-1...	Grey	6 x10	5.75
EM-2...	Brown	6 x10	5.75
HM-1...	Grey	7 x10	6.25
HM-2...	Brown	7 x10	6.25
XM-1...	Grey	7 x11	7.00
XM-2...	Brown	7 x11	7.00
ZM-1....	Grey	11 x14	12.00
ZM-2....	Brown	11 x14	12.00

The Collegian



AN ARTIST PROOF STYLE FOR 2 x 6, 3½ x 5 (TRIMMED) AND 3 x 6 PRINTS

COLORS: *Steel Grey, Walnut Brown*

THE COLLEGIAN—It is made of Bristol weight stocks in Grey and Brown, surfaced with an etched linen pattern—die cut edges.

The sparkle in this style are the gold lines around the edges of both the flaps. They add a richness that will enable the studio to make the miniature vignetted sheet prints look "all the money." Note that the B size is for 3 x 4⅝—trimmed 3½ x 5 prints—(2 out of 5 x 7).

THE COLLEGIAN is "just right" for school work.

Sample for three cents

The Collegian

NUMBER	COLOR	FOR PRINTS	PRICE PER 100
A-1.....	Grey	2x6	$2.50
A-2.....	Brown	2x6	2.50
B-1.....	Grey	3x4⅝	2.75
B-2.....	Brown	3x4⅝	2.75
C-1.....	Grey	3x6	3.00
C-2.....	Brown	3x6	3.00

Small sized work should relatively be as profitable for the studio as large sized work and if mounted right (as for instance the small panel sheet portraits in the COLLEGIAN style) can be made to bring the right—the profitable prices.

The Longworth

(CORDOVA STOCK)

A DOUBLE FLAP INSLIP STYLE FOR HORIZONTAL 4 x 6 AND 5 x 7 SQUARE PRINTS

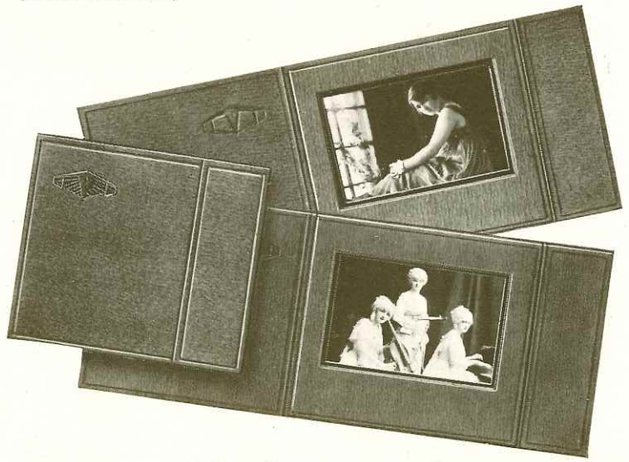
COLORS: *Grenada Grey, Alhambra Brown*

WE have a number of requests from studios for a horizontal style folder as a companion line to the BRILLIANTE to help bring the BRILLIANTE price for this type of portrait—so, here it is.

It is made of our exclusive Cordova stock—both insert and cover. The insert has a deep, rich color tinting around the opening edged by a narrow double gilt line—an effect that looks value.

The cover has a narrow tinted line around the edges and in the upper corner is a tinted and embossed Moresque jewel design that adds the finishing touch.

Sample for nine cents.



The Longworth

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
FW-1....	Grey	4x6 square	7x7¾	$7.00
FW-2....	Brown	4x6 square	7x7¾	7.00
M-1.....	Grey	5x7 square	8x8½	9.50
M-2.....	Brown	5x7 square	8x8½	9.50

The Brodley

DOUBLE FLAP INSLIP STYLE FOR 5 x 7, 6½ x 8½ AND 8 x 10 HORIZONTAL GROUPS, VIEWS AND ENLARGEMENTS

COLORS: *Dark Grey Insert—Photo Grey Cover*
Photo Brown Insert and Cover

THE BRODLEY is a splendid value for this type of a folder.

The cover is extra heavy—fabric plated—suitably lined and ornamented in raised color with a Grecian design.

The insert design is duplex surfaced tinted and embossed with a pattern which is new for this type of pictures and will show your work from a new sales angle. For wedding and family groups—views and enlargements.

Sample on receipt of seven 2c stamps

The Brodley

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
A-1.....	Grey	5 x 7	8⅜x10	$10.00
A-2.....	Brown	5 x 7	8⅜x10	10.00
B-1.....	Grey	6½x 8½	9¾x11¼	13.50
B-2.....	Brown	6½x 8½	9¾x11¼	13.50
C-1.....	Grey	8 x10	11 x12½	15.00
C-2.....	Brown	8 x10	11 x12½	15.00

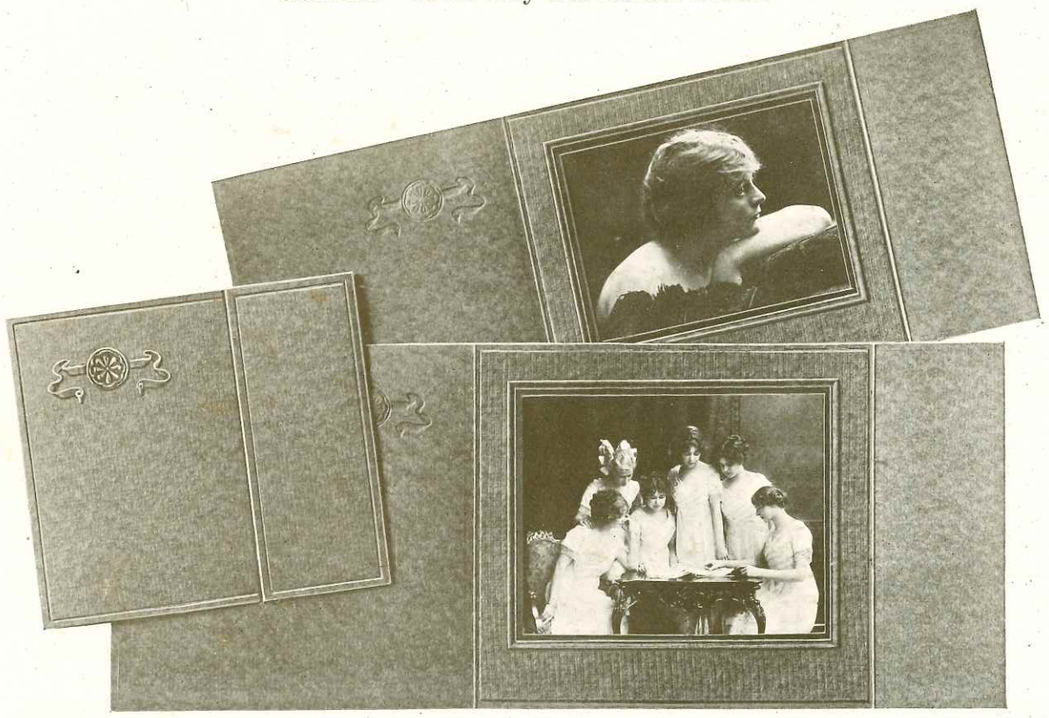
The Brodley—Feature the three styles—THE BRODLEY when low price is a consideration and for the better priced work THE ARCADIAN (Page 32), and THE CONCERTO (Page 27), but show all three to give your customers a variety in styles and a range in prices.

The Arcadian

(EXTRA WEIGHT TAPESTRY STOCK)

AN INSLIP STYLE FOR HORIZONTAL PRINTS FROM 5 x 7, 6½ x 8½, 6 x 10 AND 8 x 10 NEGATIVES

COLORS: *Moss Grey and Roman Brown*



THE ARCADIAN—Quality and value meet in this style.

The stock for both cover and insert (our Tapestry pattern) is double weight yet flexible and soft feeling. The mere touch and feel of the stock conveys quality.

The design on cover is right—looks right. The edges are crushed and set off by hand tooled lines.

Note the D size—for trimmed 6 x 10 prints. Improves many pictures from 8 x 10 negatives as it cuts off the ceiling or sky background and gives a better balance to many groups. Both colors, and especially the Moss Grey, harmonize splendidly with black and white prints made on Buff paper.

For Wedding, Family and other groups—also desirable as a mounter for Home Portraiture work.

Sample for eight 2c stamps

The Arcadian

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
A-1.....	Grey	5 x 7 square	8¼x 9¾	$14.00
A-2.....	Brown	5 x 7 square	8¼x 9¾	14.00
B-1.....	Grey	6½x 8½ square	9¾x11	16.50
B-2.....	Brown	6½x 8½ square	9¾x11	16.50
C-1.....	Grey	8 x10 square	11 x12½	19.50
C-2.....	Brown	8 x10 square	11 x12½	19.50
D-1.....	Grey	6 x10 square	9¾x12½	18.50
D-2.....	Brown	6 x10 square	9¾x12½	18.50

The Arcadian is made for the discriminating photographer who knows that quality in mounter helps him bring quality prices for his high grade group work. THE ARCADIAN speaks for the portrait.

The Re-Union

(FLORENTINE STOCK)

AN INSLIP STYLE CARD FOR 5 x 7, 6½ x 8½, 6 x 10 AND 8 x 10 SQUARE PRINTS

COLORS: *Savoy Grey, Forum Brown*

THICKNESS OF BASE

THE RE-UNION is a quality style for quality prints you mount in an inslip card style. The top insert is made of our Florentine rag stock, surfaced with an etched pattern which lends itself beautifully for this type of mounting—the edges are *crushed*. The tinted border around print is set in a plate sunk. The bottom card is extra weight cardboard (it stands up)—edges beveled and in shades to produce harmonious color combinations. We are mentioning all these details for while they add to the cost of producing this style, they also add immensely to the look of the mounter—puts it in a class by itself, entirely away from the cheaper type both in looks and quality.

The design is centered and therefore, the mount can be used for either upright or horizontal prints.

Sample for ten cents

The Re-Union

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
A-1.....	Grey	5 x 7 square	8x10	$ 8.00
A-2.....	Brown	5 x 7 square	8x10	8.00
B-1.....	Grey	6½x 8½ square	10x12	10.00
B-2.....	Brown	6½x 8½ square	10x12	10.00
C-1.....	Grey	8 x10 square	12x14	12.50
C-2.....	Brown	8 x10 square	12x14	12.50
D-1.....	Grey	6 x10 square	10x14	12.00
D-2.....	Brown	6 x10 square	10x14	12.00

For those Wedding, Family and other groups and high-class commercial work, you want to get that extra price for, the RE-UNION is the style mounter to use.

The Mat Group

AN INSLIP STYLE CARD FOR 5 x 7 TO 7 x 11 PRINTS

COLORS: *Photo Grey, Photo Brown*

THICKNESS OF BASE CARD

THE MAT GROUP is for groups, view and commercial work. The base card is heavy stock—beveled edges. The top piece is of a good weight stock, finished in a leather pattern.

The design is a double tinting effect—the border around opening and the narrow line ⅛-inch from outside edge are brought up in the natural color of stocks—the space between is rich Photo shades, blending perfectly with tones of print.

Notice the 7x11 size for E.K. View Camera — also a splendid size for enlargements.

The design is centered and, therefore, either horizontal or vertical prints can be used.

Sample for five 2c stamps

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
A-1	Grey	5 x 7 square	8x10	$ 7.00
A-3	Brown	5 x 7 square	8x10	7.00
B-1	Grey	6½x 8½ square	10x12	9.00
B-3	Brown	6½x 8½ square	10x12	9.00
C-1	Grey	8 x10 square	12x14	11.00
C-3	Brown	8 x10 square	12x14	11.00
D-1	Grey	7 x11 square	11x15	13.00
D-3	Brown	7 x11 square	11x15	13.00

The Contender

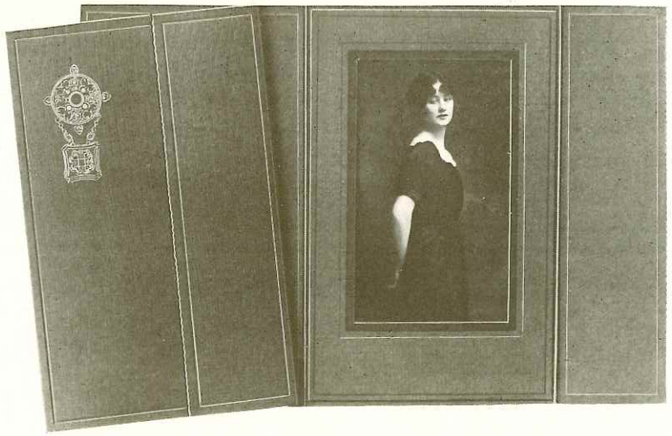
A DOUBLE FLAP FOLDER FOR 5 x 8 SQUARE INSLIP PRINTS, 7 x 11 OUTSIDE AND 7 x 11 SQUARE PRINTS, 10 x 16 OUTSIDE

COLORS: *Steel Grey and Walnut Brown*

THE CONTENDER will appeal to studios featuring as a special, prints made on 5x8 plates and 7x11 enlargements from these. While cheap in price it is exceptionally good looking for the money.

Extra weight fabric finish stock—"it bulks well"—ornamented with a raised medallion design on cover. Insert tint set in a plate sunk. Two good colors.

Sample for five 2c stamps for the 5x8; eight 2c stamps for the 7x11



NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
A-1	Grey	5x 8 square	7¼x11¼	$ 9.50
A-2	Brown	5x 8 square	7¼x11¼	9.50
B-1	Grey	7x11 square	9½x16	16.00
B-2	Brown	7x11 square	9½x16	16.00

It looks different in design and ornaments than the mounters we supply for better priced work so that it can be featured at certain seasons of the year and withdrawn at any time without interfering with the studios general sales plan. The B size is also a desirable folder for general portrait enlargement work.

The Etruscan

(SOUDAN STOCK)

A DOUBLE FLAP INSLIP STYLE FOR 6½ x 8½ AND 8 x 10 OVAL AND SQUARE PORTRAITS AND ENLARGEMENTS. SIZES OUTSIDE 9 x 13 AND 10 x 14

In Olivetone and Browntone Shades

THE ETRUSCAN—Both cover and insert are made of our new stock The Soudan—semi-enamel—multi-toned—with that soft parchment feel.

The ornament in gold and color enamel on the Browntone and silver and color enamel on the Olivetone is a beauty and lends itself tastefully to the color scheme of this stock.

The embossed and tinted design on insert is not just a design, but was especially designed to fit in harmoniously with the general effect.

Sample for eight 2c. stamps

The Etruscan

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
A-1	Olive	6½x 8½ square	9x13	$18.00
A-2	Brown	6½x 8½ square	9x13	18.00
B-1	Olive	6½x 8½ oval	9x13	18.00
B-2	Brown	6½x 8½ oval	9x13	18.00
C-1	Olive	8 x10 square	10x14	19.00
C-2	Brown	8 x10 square	10x14	19.00
D-1	Olive	8 x10 oval	10x14	19.00
D-2	Brown	8 x10 oval	10x14	19.00

It is a mounter your customers see first and have to look at every time they look at the portrait. The opinion of the value of the portrait is more or less unconsciously determined by the impression created by the mounter. The ETRUSCAN conveys that visible value impression across the sales counter and you will find it a profit producer for large work.

The Lewis

(EXTRA WEIGHT TAPESTRY STOCK)

AN INSLIP STYLE FOR 6½ x 8½ AND 8 x 10 SQUARE AND OVAL PORTRAITS OR ENLARGEMENTS

COLORS: *Moss Grey and Roman Brown*

THE LEWIS—In style, quality, value—all three, the LEWIS heads the list of our inslip folders for large work. The stock for cover and insert is our Tapestry and in an extra heavy weight—more than double the usual thickness—flexible—and with that soft feel associated with quality paper.

The embossed ornamentation on cover is finished in Roman Gold on the Brown and Opal Green on the Grey. Edges are rough finished and set off by hand tooled lines.

The design on insert is a framed effect, with tinting next to opening blending right in with portrait.

Both colors and especially the Moss Grey shade are suitable for black and white prints made on Buff paper.

Sample for ten 2c stamps

The Lewis

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
A-1.....	Grey	6½x 8½ square	9x13	**$18.50**
A-2.....	Brown	6½x 8½ square	9x13	**18.50**
B-1.....	Grey	6½x 8½ oval	9x13	**18.50**
B-2.....	Brown	6½x 8½ oval	9x13	**18.50**
C-1.....	Grey	8 x10 square	10x14	**19.50**
C-2.....	Brown	8 x10 square	10x14	**19.50**
D-1.....	Grey	8 x10 oval	10x14	**19.50**
D-2.....	Brown	8 x10 oval	10x14	**19.50**

The Lewis fits the price you ask for your high grade portraits and enlargements. It looks high grade for high grade work.

The Odeon

DOUBLE FLAP INSLIP FOLDER FOR 6½ x 8½ AND 8 x 10 PORTRAITS AND ENLARGEMENTS

COLORS: *Dark Grey Cover—Photo Grey Insert*
Photo Brown Cover and Insert

THE ODEON—The illustration gives just a hint of the beauty and practicability of the insert design. It is a duplex surfaced, embossed and tinted pattern, which blends right in with the portrait.

The cover is extra weight stock—fabric plated and ornamented with a raised floral design set in a tinted background.

An excellent value.

Sample for eight 2c stamps

The Odeon

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
A-1.....	Grey	6½x 8½ square	9 x13	**$13.50**
A-2.....	Brown	6½x 8½ square	9 x13	**13.50**
B-1.....	Grey	6½x 8½ oval	9 x13	**13.50**
B-2.....	Brown	6½x 8½ oval	9 x13	**13.50**
C-1.....	Grey	8 x10 square	10x14	**15.00**
C-2.....	Brown	8 x10 square	10x14	**15.00**
D-1.....	Grey	8 x10 oval	10x14	**15.00**
D-2.....	Brown	8 x10 oval	10x14	**15.00**

THE ODEON helps give a range of prices. Feature it for your good priced large inslip work—the LEWIS and ETRUSCAN for your better and best work.

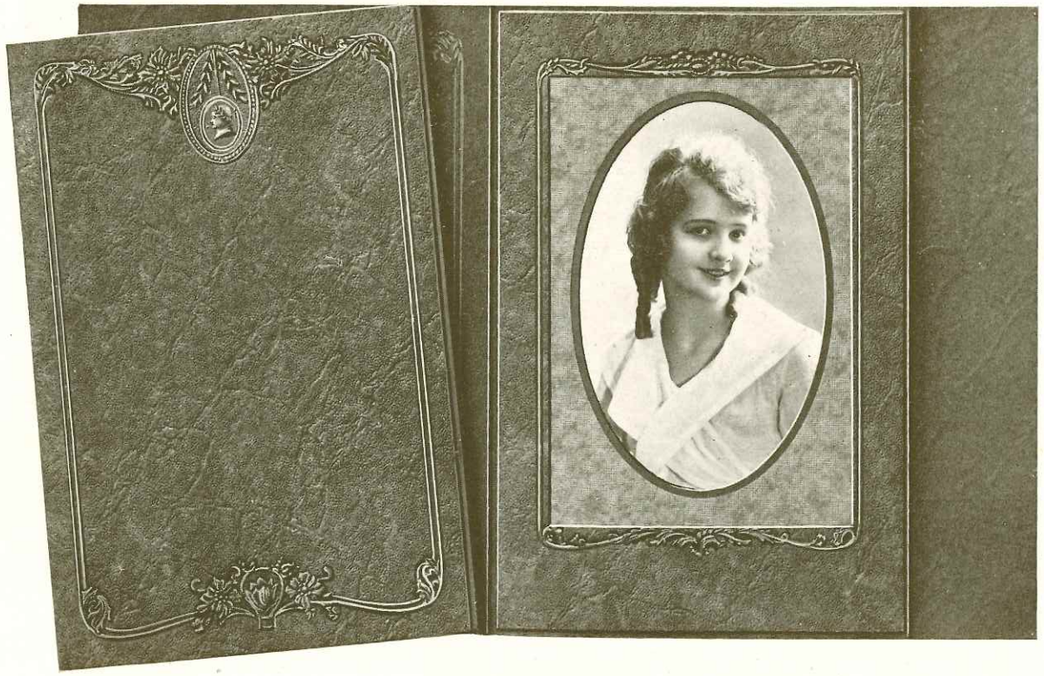
Our Special Selling Tip—Many studios offer an enlargement with every dozen pictures. A real attractive combination can be made by featuring the LA VALUE or UNITY in the 4x6 size and using the ODEON for the enlargement.

The Tivoli

(MARBLETONE STOCKS)

DOUBLE FLAP INSLIP FOLDER—6 x 9 OUTSIDE SIZE, FOR 4 x 6 SQUARE AND OVAL PRINTS

COLORS: *Marbletone Grey and Marbletone Brown*



THE TIVOLI is a style that "stands out" in quality—in appearance.

The outstanding features are the beautiful color effects created by the new shades of the Marbletone stock combined with the extra insert which shows next to print. If you will look at the above illustration you will note the double matted effect obtained.

The stock is one of our new ones—a beautiful blending of marble shades—heavy weight yet soft feeling—it has the quality touch—die finished in a leather pattern.

The Art Noveau design is delicately embossed and tinted and covers the entire front cover. It is in strict harmony with the design on the insert.

THE TIVOLI adds finished beauty and full value to that type of inslip portrait that you mount in small folders.

Sample for six 2c stamps

The Tivoli

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
CW-1.....	Grey	4x6 oval	6x9	$12.50
CW-2.....	Brown	4x6 oval	6x9	12.50
FW-1.....	Grey	4x6 square	6x9	12.50
FW-2.....	Brown	4x6 square	6x9	12.50

A certain class of the public, not as a matter of price but of preference, want a 4x6 picture in a smaller mounter than 7x11. The problem is to get a mounter to carry the necessary value to get the good prices. While there are numerous 6x9 folders for 4x6 prints on the market, something better than these are required and this is the reason for the TIVOLI style and why it fits in with the studio sales plan. It is all quality—looks quality and can and should be featured at increased prices over ordinary 6x9 folder styles.

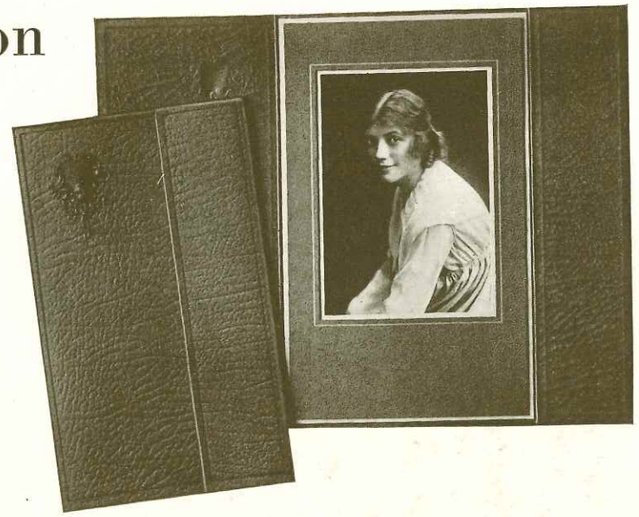
The Washington

(FLORENTINE STOCK)

FOR 4 x 6 AND 5 x 7 OVAL AND SQUARE INSLIP PORTRAITS

4 x 6—6¼ x 10¼ OUTSIDE SIZE
5 x 7—6¾ x 11 OUTSIDE SIZE

COLORS: *Savoy Grey and Naples Brown*

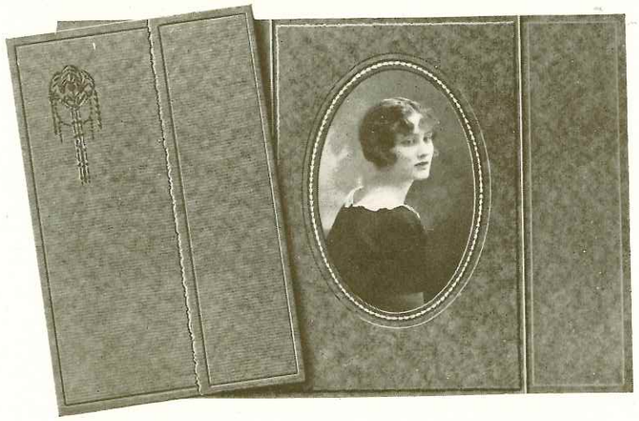


THE WASHINGTON features attractive new color combinations for inslip prints. The Savoy Grey has an extra underlay insert of English grey; the Naples Brown of sepia buff. The underlay inserts show an eighth of an inch around the edges and opening of print, setting off portraits attractively—a quiet, rich, double-matted effect.

The cover is surfaced with a heavy leather pattern (to which the Florentine stock lends itself beautifully) and is further ornamented with a tinted Rococo design and finished by a hand-tooled line around the edges. The top insert is surfaced with a kid leather pattern—complete harmony of cover and insert finishes.

Sample for six 2c stamps

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
CW-1....	Grey	4x6 Oval	6¼x10¼	$10.50
CW-2....	Brown	4x6 Oval	6¼x10¼	10.50
FW-1....	Grey	4x6 Square	6¼x10¼	10.50
FW-2....	Brown	4x6 Square	6¼x10¼	10.50
O-1.....	Grey	5x7 Oval	6¾x11	12.00
O-2.....	Brown	5x7 Oval	6¾x11	12.00
M-1.....	Grey	5x7 Square	6¾x11	12.00
M-2.....	Brown	5x7 Square	6¾x11	12.00



The Charter

(TAPESTRY STOCK)

AN INSLIP STYLE FOLDER FOR 4 x 6 OVAL AND SQUARE, 5½ x 8½ OUTSIDE AND 5 x 7 OVAL AND SQUARE —7 x 10½ OUTSIDE

COLORS: *Moss Grey and Roman Brown*

THE CHARTER—The aim in this style is quality rather than size—note the outside sizes.

Both cover and insert are made of our Tapestry stock finished in a soft fabric pattern. You will like the feel and weight—extra weight. The designs are delicately engraved floral patterns—brought up in duo-tinting to match colors of stock. Edges machine crushed.

Sample for 10c

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
CW-1....	Grey	4x6 oval	5½x 8½	$ 9.00
CW-2....	Brown	4x6 oval	5½x 8½	9.00
FW-1....	Grey	4x6 square	5½x 8½	9.00
FW-2....	Brown	4x6 square	5½x 8½	9.00
O-1.....	Grey	5x7 oval	7 x10½	11.00
O-2.....	Brown	5x7 oval	7 x10½	11.00
M-1.....	Grey	5x7 square	7 x10½	11.00
M-2.....	Brown	5x7 square	7 x10½	11.00

The La Salle

(TRIOTONE STOCK)

FOR 4 x 6 SQUARE AND OVAL INSLIP PRINTS, 7 x 11 OUTSIDE AND 5 x 7 SQUARE AND OVAL PRINTS, 7½ x 12 OUTSIDE

COLORS: *Trio Grey and Trio Brown*

THE LA SALLE is made both cover and insert of our Triotone stock—a heavy enameled stock, soft feeling yet pliable. The color scheme of this stock is worthy of special mention. Both the Grey and Brown shades are beautiful blendings of three separate and distinct tints, and the stock is surfaced with a heavy fabric pattern.

The radiant design on the cover in color and gilt and the design on the insert around the opening for the print are in splendid keeping with the stocks. It is the kind of folder you can use for your better grade 4x6 and 5x7 inslip prints and convincingly ask and get you best prices for, as it stands for this type of work in a class by itself. *It radiates value.*

Sample for six 2c stamps

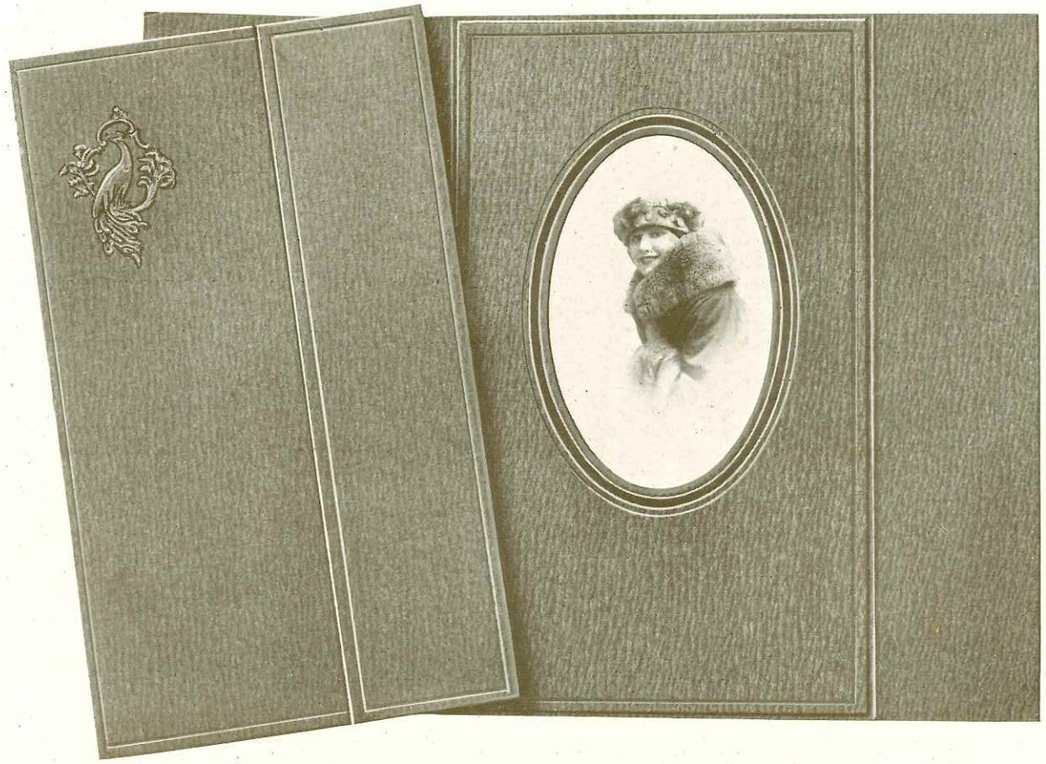
The La Salle

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
CW-1.....	Grey	4x6 oval	7 x11	$10.00
CW-2.....	Brown	4x6 oval	7 x11	10.00
FW-1.....	Grey	4x6 square	7 x11	10.00
FW-2.....	Brown	4x6 square	7 x11	10.00
O1.....	Grey	5x7 oval	7½x12	14.00
O-2.....	Brown	5x7 oval	7½x12	14.00
M-1.....	Grey	5x7 square	7½x12	14.00
M-2.....	Brown	5x7 square	7½x12	14.00

The Brillianté

(CORDOVA STOCK)

AN INSLIP STYLE FOR 4 x 6 SQUARE OR OVAL PRINTS—7 x 11 OUTSIDE AND 5 x 7 SQUARE OR OVAL—7¼ x 11¾ OUTSIDE



THE BRILLIANTÉ—The stock is our Cordova—beautiful blendings in both Grey and Brown photographic shades—surfaced in a soft suede finish, pleasing to the touch and bespeaking quality.

The insert is of the same material as cover, but in a heavier weight. The cover ornamentation is embossed, in relief, in a copper shade on the Brown—a delicate peacock shade on the Grey.

The design around the opening for print on insert is a highly polished band of color enamel, edged on both sides by a thin line of golt. The whole effect is one of sparkling richness.

THE BRILLIANTÉ looks from $2.00 to $3.00 more per 100 than we ask for it. Its rich looking appearance puts the stamp of quality to your staple portraits to help you *maintain* your good prices.

Sample for ten cents

The Brillianté

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
CW-1.....	Grey	4x6 oval	7 x11	$ 8.00
CW-2.....	Brown	4x6 oval	7 x11	8.00
FW-1.....	Grey	4x6 square	7 x11	8.00
FW-2.....	Brown	4x6 square	7 x11	8.00
O-1.....	Grey	5x7 oval	7¼x11¾	11.00
O-2.....	Brown	5x7 oval	7¼x11¾	11.00
M-1.....	Grey	5x7 square	7¼x11¾	11.00
M-2.....	Brown	5x7 square	7¼x11¾	11.00

There is no other folder that touches the BRILLANTÉ for value in its class. It adds that rich "something" that makes your staple 4x6 and 5x7 prints look all the money. One look at a sample and you will agree with us that money is lost every day this style is not featured at your sales counter.

The La Value

DOUBLE FLAP INSLIP FOLDER—ALL 6¾ x 11 OUTSIDE SIZE
FOR 4 x 6 OVAL AND SQUARE AND 5 x 7 SQUARE PRINTS

COLORS: *Steel Grey Cover—Photo Grey Insert*
Photo Brown Cover and Insert

THE LA VALUE is a mounter good in looks and cheap in price—just the kind you need for those quantity runs of portraits you put out at a close price. The cover ornaments—tinted and embossed panels give a new look to this type of folder.

The insert design is also worth mentioning. The arrangement of the tinting and the duplex fabric finishes produce an effect of double mounting—entirely away from the look of sameness so often found in this type of folder.

Sample for seven 1c stamps

The La Value

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
CW-1.....	Grey	4x6 oval	6¾x11	$7.00
CW-2.....	Brown	4x6 oval	6¾x11	7.00
FW-1.....	Grey	4x6 square	6¾x11	7.00
FW-2.....	Brown	4x6 square	6¾x11	7.00
M-1.....	Grey	5x7 square	6¾x11	7.00
M-2.....	Brown	5x7 square	6¾x11	7.00

The La Value—This style conveys to your customers that "more value for the money" look. A number of studios are now featuring the 5x7 size portrait in a 7x11 folder—the increase in cost of materials compared to the 4x6 size is small but the extra value—the better likeness—means that by giving just a little more for the money the studio maintains the good prices received in past seasons on 4x6 sizes. It will pay you to give this proposition a tryout, for the public is expecting, in these days, more for the money and the LA VALUE, particularly so in the M size, will give it to them but without a corresponding increase in cost to you.

The Unity

INSLIP STYLE FOR 4 x 6 OVAL AND SQUARE PRINTS—7 x 11 OUTSIDE AND 5 x 7 OVAL AND SQUARE—7½ x 12 OUTSIDE

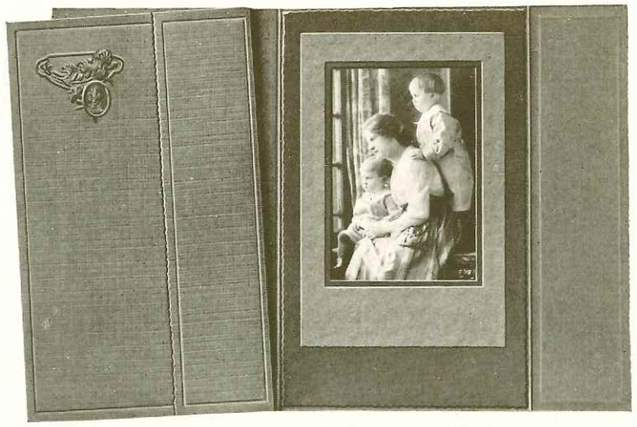
COLORS: *Photo Grey, Photo Brown*

THE UNITY—Note illustration, which shows the skillful arrangement of tinting and embossing, by which a rich double mounted effect is produced.

The cover is fabric finished—die cut edges—and ornamented with a color and embossed cameo and loop design.

A firmly entrenched favorite.

Sample for eight cents



The Unity

NO.	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
CW-1.	Grey	4x6 oval	7 x11	$ 7.50
CW-2.	Brown	4x6 oval	7 x11	7.50
FW-1.	Grey	4x6 square	7 x11	7.50
FW-2.	Brown	4x6 square	7 x11	7.50
M-1...	Grey	5x7 square	7½x12	10.75
M-2...	Brown	5x7 square	7½x12	10.75
O-1...	Grey	5x7 oval	7½x12	10.75
O-2...	Brown	5x7 oval	7½x12	10.75

The Civilian

(DUOTONE STOCKS)

A DOUBLE FLAP INSLIP STYLE FOR 4 x 6 OVAL AND SQUARE PRINTS 6 x 9 OUTSIDE

COLORS: *Duo Dark Grey Cover, Duo Dark Grey Insert*
Duo Brown Cover, Terra Cotta Insert
Duo Brown Cover, Duo Brown Insert

THE CIVILIAN is made, both insert and cover, of our exclusive Duotone stocks and attractively finished in engraved leather patterns.

While this folder is low priced no expense has been spared to design a *sales making* style for those quick selling medium priced portraits such as children's, etc. It should be on your sales counter.

Sample for seven cents

The Civilian

NO.	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
CW-1.	Grey	4x6 oval	6x9	$6.50
CW-2.	Terra Cotta	4x6 oval	6x9	6.50
CW-3.	Brown	4x6 oval	6x9	6.50
FW-1.	Grey	4x6 square	6x9	6.50
FW-2.	Terra Cotta	4x6 square	6x9	6.50
FW-3.	Brown	4x6 square	6x9	6.50

The Miami

DOUBLE FLAP INSLIP FOLDER —6 x 9 OUTSIDE SIZE

FOR 4 x 6 OVAL AND SQUARE PRINTS

COLORS: *Photo Grey and Photo Brown*

THE MIAMI is for pictures you put out in 6x9 folders at moderate prices—such as children's portraits, etc.

The cover and insert stocks are fabric plated. The cover ornamentation is a richly tinted and embossed frame effect around the edges of both flaps—a new look. The insert design around the opening for print is a one-eighth inch tint set in a half round embossed design.

A real value for a low priced folder.

Sample for three 2c stamps

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
CW-1.....	Grey	4x6 oval	6x9	**$6.00**
CW-2.....	Brown	4x6 oval	6x9	**6.00**
FW-1.....	Grey	4x6 square	6x9	**6.00**
FW-2.....	Brown	4x6 square	6x9	**6.00**

The Miami—While it is a mounter for the cheaper grades of portraits, it is at the same time a booster—a starter—to show by comparison the better quality, etc., of your higher grade work. It is part of our—your—studio selling plan to hold all the trade in line.

The Babyday Folder

AN INSLIP STYLE FOR 3 x 4 AND 4 x 6 SQUARE DOUBLE WEIGHT PRINTS

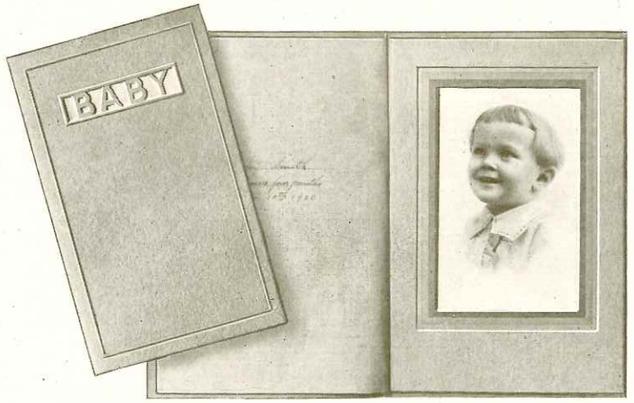
COLORS: *White Insert—Light Grey Cover.*
Sepia Buff Insert—Brown Cover

THE BABYDAY FOLDER must be seen to appreciate its wonderful qualities as a sales bringer.

The illustration partly tells of some of its unusual features. It is an in-slip style with an extra fly leaf on which Mother can write the name, age and intimate history of Baby. The word "Baby" is cut out on cover showing in harmonious colors the contrasting fly leaf through the opening.

While it will cost you from 5c to 25c more per dozen than styles you are now using for Baby Pictures, this is of small moment as it will bring you dollars more per dozen for your Baby Pictures.

Sample on receipt of four 2c stamps



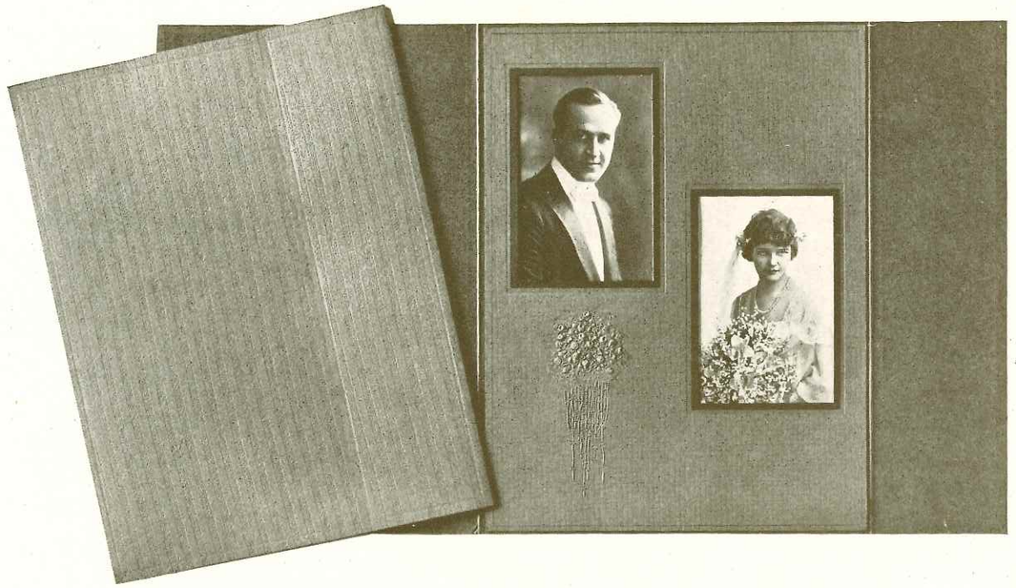
NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
E-1.....	Grey	3x4 square	5x8	**$7.50**
E-2.....	Brown	3x4 square	5x8	**7.50**
FW-1.....	Grey	4x6 square	6x9	**8.50**
FW-2.....	Brown	4x6 square	6x9	**8.50**

The Nuptial Folder

DOUBLE FLAP INSLIP FOLDER FOR TWO 4 x 6 SQUARE PRINTS

SIZE OUTSIDE 10¼ x 13¾

COLORS: *Dark Grey and Dark Brown*



THE NUPTIAL FOLDER, with space for two portraits, is specially designed for the wedding pictures of the bride and groom.

The cover is fabric finished and of extra weight of stock. The insert in addition to the tinted borders around openings for prints is further ornamented with an exquisitely cut and embossed design of a bridal bouquet—in keeping with the occasion.

As there are something like one million and a half marriages every year in the United States no studio can afford to neglect showing new features—new styles—to get their share of this class of portrait work.

THE NUPTIAL folder should not be overlooked when showing prospective customers your wedding picture styles—it not only adds a touch of newness to this class of work but will prove a real business producer.

Sample for eight 2c stamps postpaid

The Nuptial Folder

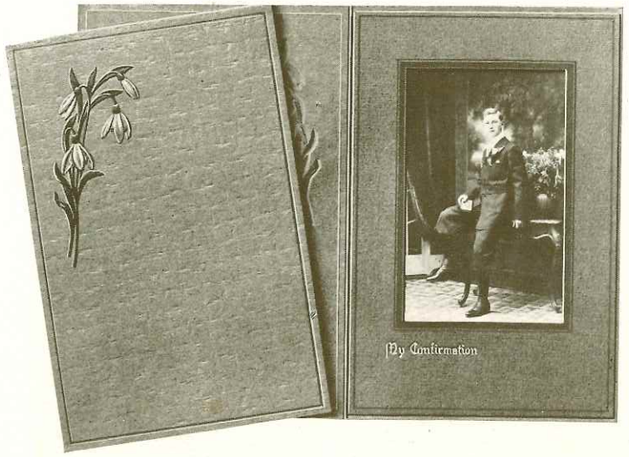
NUMBER	COLOR	FOR PORTRAITS	SIZE OUTSIDE	PRICE PER 100
FW-1.....	Grey	4x6 square	10¼x13¾	**$16.50**
FW-2.....	Brown	4x6 square	10¼x13¾	**16.50**

Our Special Selling Tip Show it with the DE LUXE SERIES WEDDING ALBUM (see page 10). The folder with the two portraits as a remembrance of the occasion to give to friends and relatives—the album for the bride and as gifts to parents and intimate friends.

The Confirmation Folder

A 4 x 6 Square Inslip Style for Confirmation Portraits

Colors: *Light Grey and Dark Brown, 6x9 outside size*



THE CONFIRMATION FOLDER is designed for Confirmation pictures for Lutherans, Anglicans and other Protestant denominations. The cover and insert are of light grey stocks, fabric finished. The cover is handsomely ornamented with a lily design symbolic of the spirit of Confirmation. Insert, in addition to a two-lined border around opening, has at bottom an embossed design with the words, "My Confirmation."

A handsome and appropriate style
Sample for three 2c. stamps

The Confirmation Folder

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
FW-1....	Grey	4x6 square	6x9	**$6.50**
FW-2....	Brown	4x6 square	6x9	**6.50**

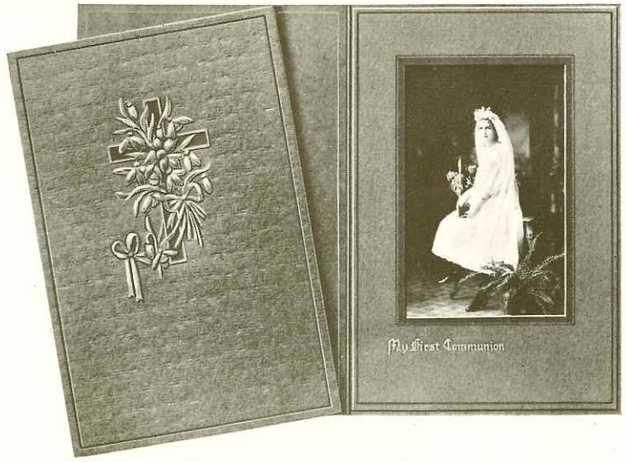
The Communion Folder

A 4 x 6 Inslip Style for Communion Portraits

Colors: *Light Grey and Dark Brown, 6x9 outside size*

THE COMMUNION FOLDER is symbolic of the occasion. A cross in lily motif is embossed in color and plain relief on cover. The insert has a tinted border around opening for print, and an embossed design with words "My First Communion" at bottom. It is an artistic and timely style.

Sample for three 2c stamps



The Communion Folder

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
FW-1....	Grey	4x6 square	6x9	**$6.50**
FW-2....	Brown	4x6 square	6x9	**6.50**

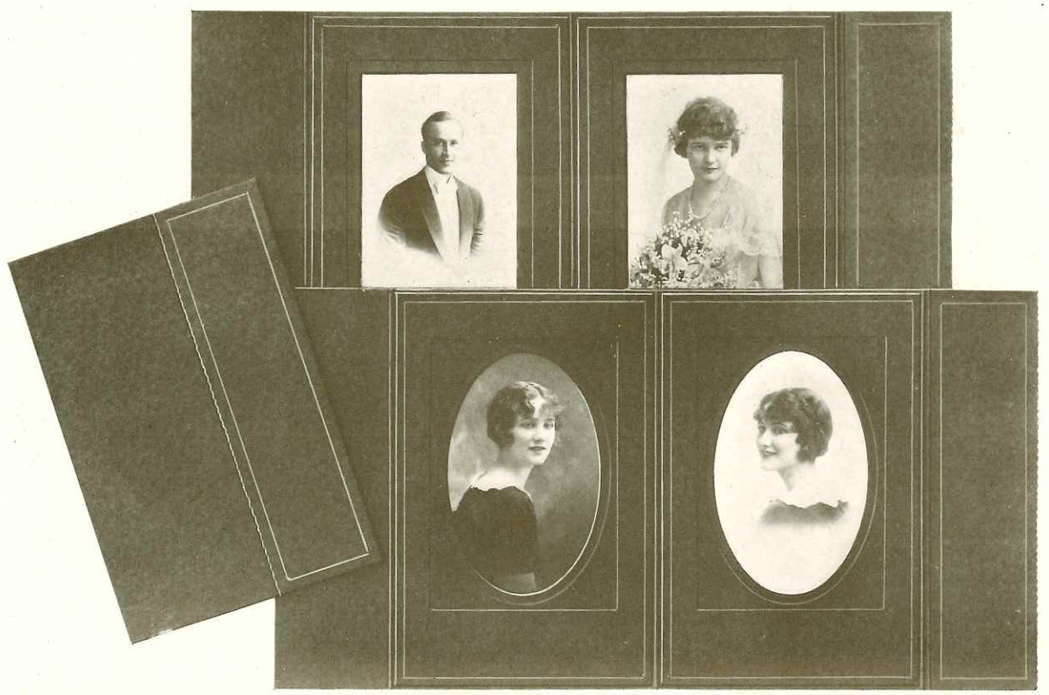
You can feature the CONFIRMATION and COMMUNION FOLDERS at the oftentimes *necessary* close prices without having this class of work interfering or competing with your regular portrait prices as these styles are specially designed in stocks and ornaments for Confirmation and Communion work only—different in appearance than mounters for regular portrait showings.

The Twin Folder

(DUOTONE STOCK)

For Two 4 x 6 Oval or Square Prints—6 x 9 Outside Size

Colors: *Duo Dark Grey and Duo Dark Brown*



THE TWIN FOLDER is made of our Duotone stocks, both insert and cover, and attractively finished. When opened and placed on desk, table, etc., the two small flaps at each end act as an easel and firmly support the folder.

Now as to its use—in many localities the "fashion" is now not only the regulation Wedding Group picture, but also the bride and groom are photographed separately and the portraits placed in this type of folder. Another use—Feature this with the CIVILIAN style, shown on Page 43. It is the same style folder in color and stock. Oftentimes by suggesting to your customer that an extra negative be finished to show two poses you will not only be using otherwise discarded negatives, but at the same time and at a very small expense, you will be making an extra and profitable sale.

Sample for thirteen cents

The Twin Folder

NUMBER	COLOR	FOR PRINTS	PRICE PER 100
CW-1.....	Grey	2—4x6 oval	**$12.50**
CW-2.....	Brown	2—4x6 oval	**12.50**
FW-1.....	Grey	2—4x6 square	**12.50**
FW-2.....	Brown	2—4x6 square	**12.50**

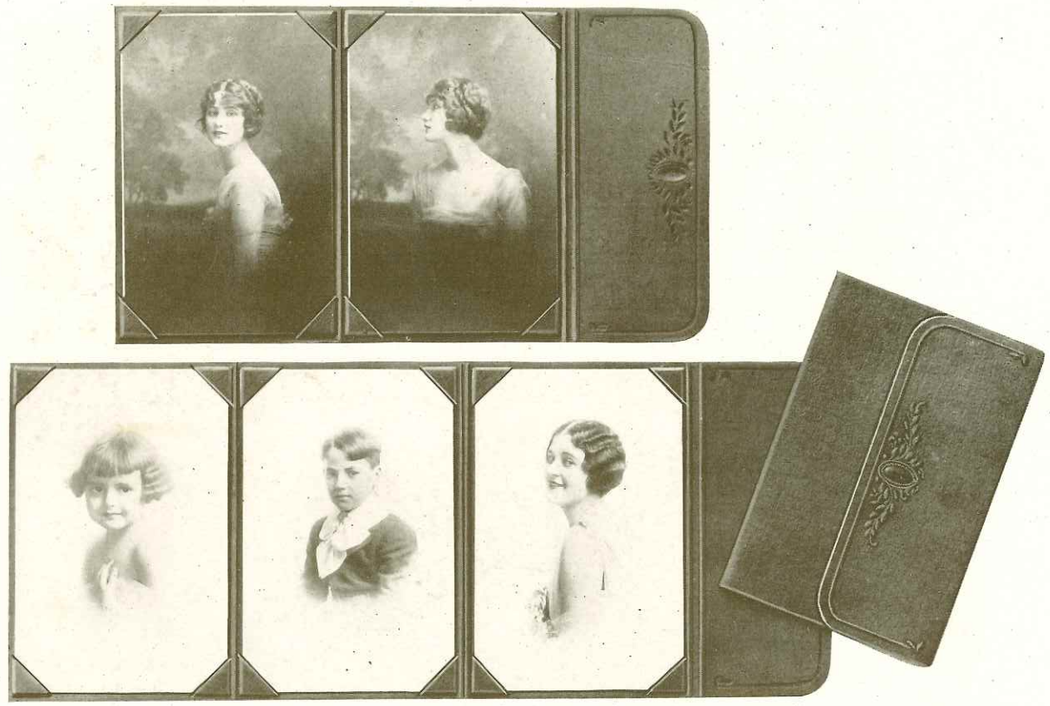
'Tis a good style to have at the sales counter—it brings in extra business.

The Assemble Case

(SOUDAN STOCK)

A COMBINATION FOLDER FOR 3 x 4 AND FOR 4 x 6 PORTRAITS

MADE IN BROWNTONE SHADE ONLY—A COLOR SUITABLE FOR ALL TONES OF PAPER



THE ASSEMBLE CASE is made from our Soudan stock—semi-enameled—flexible—feels and looks like leather.

The insert and corners are also made of Soudan stock—a complete harmony of cover and insert.

It is a "close corner" style. This means that the mounter is compact—the 3 x 4 size measuring when folded only 3⅜ x 4⅜—the 4 x 6 size, 4⅜ x 6⅜.

It stands up firmly when placed on desk or table—and when folded occupies but little space in the hand bag or grip. It is ideally adapted for tourists and travelers who want to carry portraits of the ones they leave behind.

Sample of any size on receipt of list price

The Assemble Case

NUMBER	SIZE OF PRINTS	PRICE PER 100
E-2.....	For two 3x4 portraits	$10.00
E-3.....	For three 3x4 portraits	13.50
E-4.....	For four 3x4 portraits	17.00
FW-2.....	For two 4x6 portraits	13.50
FW-3.....	For three 4x6 portraits	18.00
FW-4.....	For four 4x6 portraits	22.50

This style, same as the COMBINO, can be used profitably by most studios with every sitting to increase the size of each individual order. For one—to sell extra prints from otherwise discarded negatives. Again—to hold the combination group of the family—children—bosom friends—in fact innumerable ways will suggest themselves to the studio to make the ASSEMBLE CASE an "increase order producer."

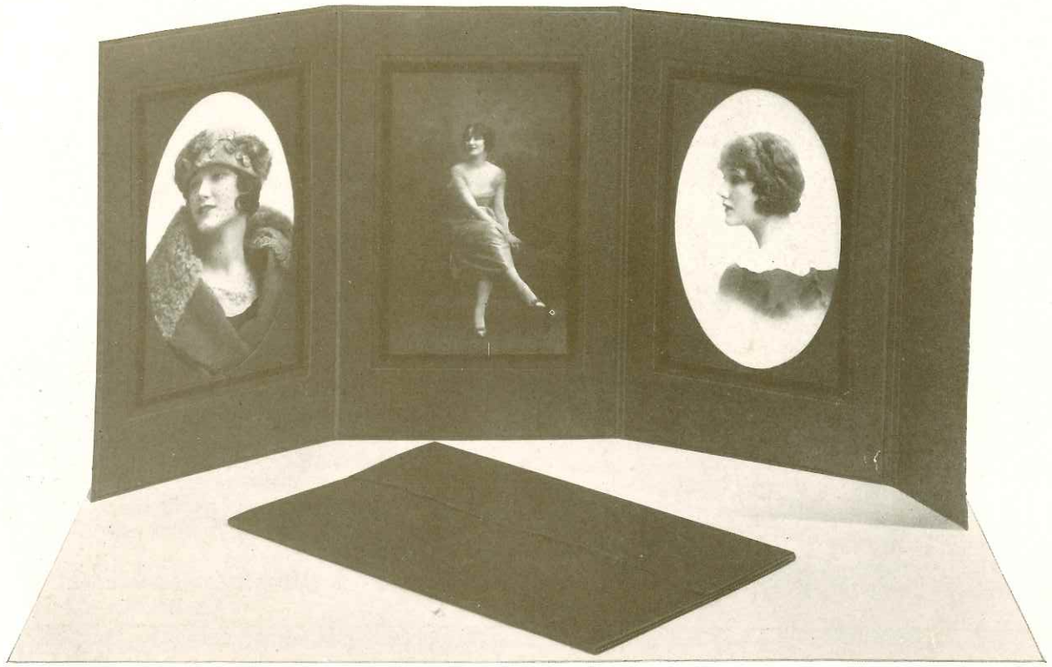
Remember—It is compact—small—can easily be carried by the traveling public in the grip or mailed to distant friends at a small cost.

The Combino

(FLORENTINE STOCK)

A COMBINATION FOLDER FOR 3 x 4 AND 4 x 6 PRINTS FOR 2, 3 OR 4 PORTRAITS

Made in Naples Brown—Suitable for all tones



THE COMBINO is a compact folder for two or more prints—when folded the E size measures 5x8—the 4x6—6x9 outside size.

It has our exclusive duplex insert feature by which either oval or square effects are obtained by simply inserting print under openings desired. The second or oval insert is of the same color stock as the top insert and cover so that when both the oval and square openings are used in the same folder the result is complete color harmony.

The stock is our exclusive Florentine grade. 'Tis only made in the neutral brown shade—a color just as effective with black and white as with sepia or buff prints. This enables studios to carry a complete line of this style at no great outlay in money.

Sample of any one size on receipt of list price

The Combino

NUMBER	SIZE OF PRINTS	SIZE OF FOLDER CLOSED	PRICE PER 100
E-2.....	For 2 3x4 square or oval prints	4½x7	$15.00
E-3.....	For 3 3x4 square or oval prints	4½x7	20.00
E-4.....	For 4 3x4 square or oval prints	4½x7	25.00
FW-2.....	For 2 4x6 square or oval prints	5¾x8¾	20.00
FW-3.....	For 3 4x6 square or oval prints	5¾x8¾	27.50
FW-4.....	For 4 4x6 square or oval prints	5¾x8¾	35.00

The Combino is a style most studois can use profitably a number of times every week.

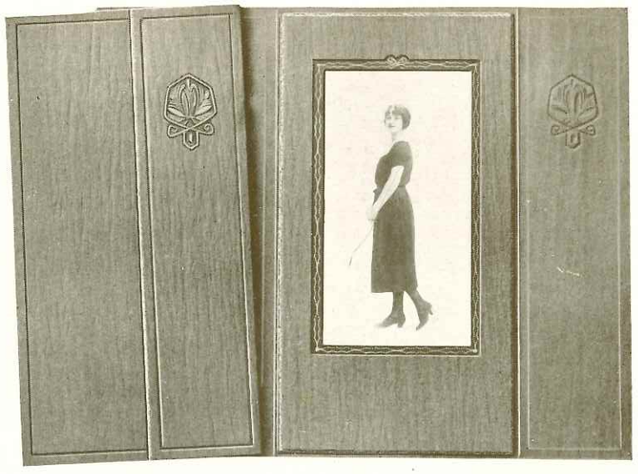
As a suggestion—Most studios make two and more negatives of the same subject. After the regular order from one or two negatives is sold slip the best proofs from the other negatives in this style and you will be surprised how often prints from otherwise discarded negatives are ordered. Remember the negatives are made—the only expense is retouching and you make an extra sale.

Then again for pictures of the family, children, etc., to be sent to out of town friends, it is a most desirable style, as it is compact and mailed at small cost.

In fact, the COMBINO is a style that no studio can afford to be without.

The Lucerne

(FLORENTINE STOCK)



A Double Flap Inslip Style for 3½ x 5 Square and Oval and 3x6 Square Prints

Colors: *Savoy Grey, Forum Brown*

THE LUCERNE—As it is made from our Florentine stock, both the insert and cover, it is hardly necessary to say that it is a quality folder—one that looks and by its very touch conveys value. It is surfaced with a duplex finish—a rich bark pattern on the outside of folder and on the insert, and a fine Telanian linen finish on the inside of cover.

The cover is appropriately lined and ornamented—edges *crushed*. The insert design is a gilt ribbon effect set in a tinted plate sunk with the edges also crushed. To make a folder with all these refinements of finishes, costs, of necessity, more than ordinary styles, but it is worth the extra price for it brings the extra price for your portraits.

Sample for seven cents

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
A-1....	Grey	3½x5 square	4⅞x9¼	$6.50
A-2....	Brown	3½x5 square	4⅞x9¼	6.50
B-1....	Grey	3½x5 oval	4⅞x9¼	6.50
B-2....	Brown	3½x5 oval	4⅞x9¼	6.50
G-1....	Grey	3 x6 square	4⅞x9¼	6.50
G-2....	Brown	3 x6 square	4⅞x9¼	6.50

The Delegate

An Inslip Style for 3½ x 5 Oval and Square Prints —Folder 5¼ x 8½ Outside

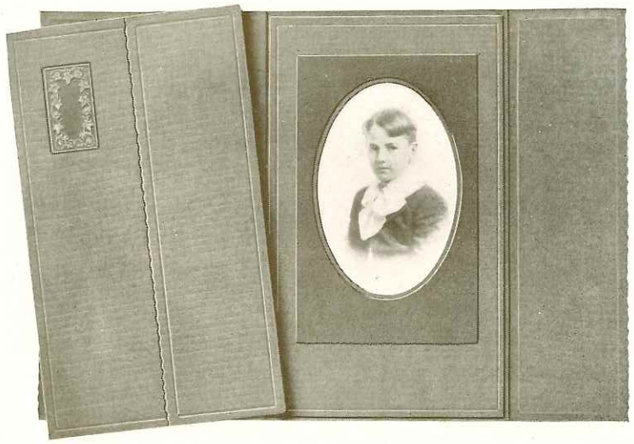
Colors: *English Grey Photo Brown*

THE DELEGATE—Cover is of good weight of stock—fabric finished and ornamented with a floral panel design done in colored enamel. Edges die cut.

The insert has a broad pebbled embossed design around opening—the effect produced is a matted style print. *Looks all the money.*

Sample for three 2c stamps

If you feature 3½x5 (2 out of 5x7 paper) sizes the LUCERNE and DELEGATE styles will appeal to you—the DELEGATE for your good prices—the LUCERNE for your better prices. They are splendid styles to feature for school work, also popular priced children's pictures. *You need them both.*



NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
A-1....	Grey	3½x5 square	5¼x8½	$5.50
A-2....	Brown	3½x5 square	5¼x8½	5.50
B-1....	Grey	3½x5 oval	5¼x8½	5.50
B-2....	Brown	3½x5 oval	5¼x8½	5.50

Forget-Me-Not Folder

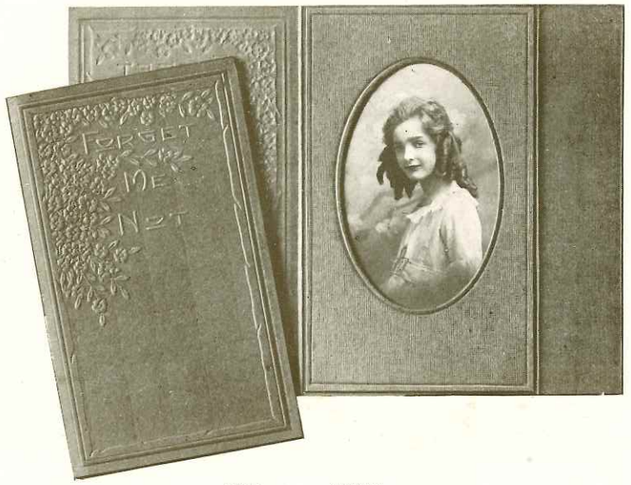
(FLORENTINE STOCK)

For 3½ x 5 Oval and Square Inslip Prints 4½ x 7⅛ Outside Size

Colors: *Savoy Grey and Naples Brown*

THE STOCKS are our Florentine, both cover and insert. The cover is beautifully ornamented with a pattern of forget-me-not flowers and the words "Forget-Me-Not" done in plain relief. The smaller flap is cut so that it must fold *under* the cover to show the artistic design to full advantage. The insert design is a tinted half-round embossed frame effect.

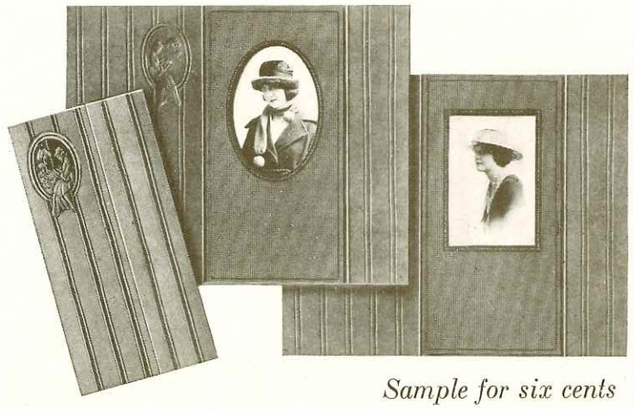
Sample for three 2c stamps



NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
A-1.....	Grey	3½x5 square	4¼x7⅛	$5.50
A-2.....	Brown	3½x5 square	4¼x7⅛	5.50
B-1.....	Grey	3½x5 oval	4¼x7⅛	5.50
B-2.....	Brown	3½x5 oval	4¼x7⅛	5.50

This is a style to feature for school work. It has that freshness and "snappy" look which always appeals to the younger set. It has another advantage—it is a small folder and can be mailed cheaply. This point is appreciated by students for mailing exchange pictures.

The Antoinette



A Double Flap Inslip Style for 3 x 4 Oval and Square Prints—4¼ x 8¼ Outside

Colors: *Dark Grey Milan Brown*

THE ANTOINETTE—Everything is new in this style. The panel outside size takes this size print away from the ordinary. THE MARIE ANTOINETTE style cover, as illustration shows, is also different—very different.

The opening for print—2½ x 3¾ is new—cuts two out of 4 x 6 paper —a perfect balance of folder and portrait size.

Sample for six cents

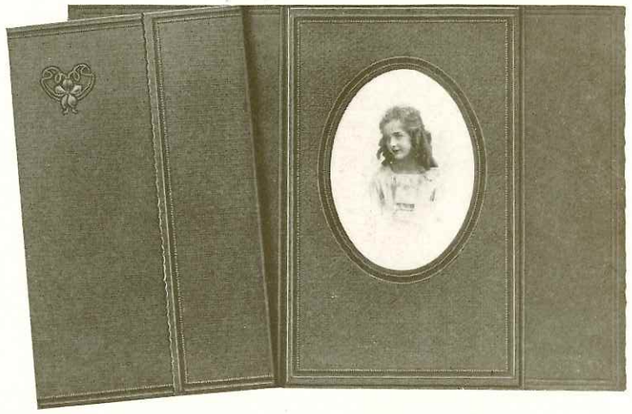
NUMBER	COLOR	SIZE OPENING	SIZE OUTSIDE	PRICE PER 100
E-1.....	Grey	2½x3¾ square	4¼x8¼	$5.00
E-2.....	Brown	2½x3¾ square	4¼x8¼	5.00
B-1.....	Grey	2½x3¾ oval	4¼x8¼	5.00
B-2.....	Brown	2½x3¾ oval	4¼x8¼	5.00

Trade Tip—This is a lady's style. Our line offers you a number of 3x4 styles, so let us suggest that you feature the ANTOINETTE exclusively for the ladies (young and old)—it has that youthful look—the dainty "get-up" which appeals to the feminine eye and especially so to the novelty seeking Co-ed.

The Monitor

DOUBLE FLAP INSLIP FOLDER, 4½ x 7¼ OUTSIDE SIZE FOR 3 x 4 OVAL AND SQUARE PRINTS

COLORS: *Photo Grey and Photo Brown*



THE MONITOR is an attractively designed style for 3x4 inslip pictures oval and square.

Both cover and insert are our popular photo shades in good weights of stock and finished—cover in a broad linen pattern; insert in a canvas pattern.

The engraved designs are embossed in color.

Sample for four 1c stamps

The Monitor

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
B-1.....	Grey	3x4 oval	4½x7¼	$4.50
B-2.....	Brown	3x4 oval	4½x7¼	4.50
E-1.....	Grey	3x4 square	4½x7¼	4.50
E-2.....	Brown	3x4 square	4½x7¼	4.50

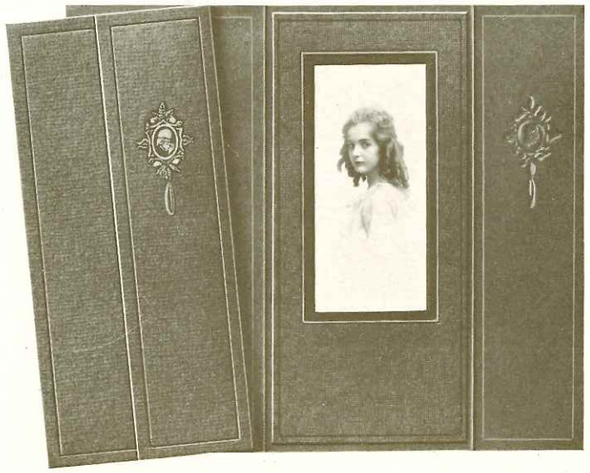
The Monitor is a first class style for your 3x4 inslip prints that you feature for pictures of the young folks—children—and especially students.

The Ensign

A DOUBLE FLAP INSLIP STYLE FOR 2 x 4 OVAL AND SQUARE PRINTS

COLORS: *Grey and Brown*

THE ENSIGN. The outside size of this folder is 3x6½—a pleasing panel. The insert border is suitably tinted and embossed. The cover is a fabric finished pattern and ornamented on flap with an embossed cameo design. It's way ahead of the cheap looking styles so often used for this size picture which, if mounted right, can be sold at profitable prices. The ENSIGN is the mounter to bring profitable prices for this size.



Sample for three 1c stamps

The Ensign

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
XD-1....	Grey	2x4 square	3x6½	$3.25
XD-2....	Brown	2x4 square	3x6½	3.25
OC-1....	Grey	2x4 oval	3x6½	3.25
OC-2....	Brown	2x4 oval	3x6½	3.25

As the paper for this style costs less than postcards it is to your interest to feature THE ENSIGN as "your miniature inslip style." Looks better, sells better and what's more to the point, means more money for you.

The Outing

A PANEL FOLDER FOR POSTCARD SIZE PRINTS

COLORS: *Photo Grey and Dark Brown*

THE OUTING—A pleasing panel size folder for oval and square full postcard size (2¾ x 5 size of opening) and 2⅞ x 4¼. This latter size takes care of those postcards which many photographers make two on 5 x 7 plates and for which a shorter opening is required. The stock is extra weight—crash finished.

The design on cover is original and has that "flash" that goes well for a postcard folder. No pasting or trimming necessary as prints are merely slipped under opening.

Sample for three 1c stamps

The Outing

NUMBER	COLOR	SIZE OPENING	SIZE OUTSIDE	PRICE PER 100
A-1.....	Grey	2⅞x4¼ square	4¾x8¾	$3.75
A-2.....	Brown	2⅞x4¼ square	4¾x8¾	3.75
G-1.....	Grey	2¾x5 square	4⅜x9¼	3.75
G-2.....	Brown	2¾x5 square	4⅜x9¼	3.75
J-1.....	Grey	2¾x5 oval	4⅜x9¼	3.75
J-2.....	Brown	2¾x5 oval	4⅜x9¼	3.75

The Cloverleaf Folder

FOR POSTCARD SIZE PRINTS

COLORS: *Photo Grey, Olive Green and Golden Brown*

THE CLOVERLEAF FOLDER is the handsomest slip-in style for postcard size prints we have ever designed. On cover a beautiful cloverleaf ornament is set in a tinted and embossed design, and corners also finished by tinted and embossed scroll ornaments—very effective. Prints slipped in under opening of insert—*no trimming or pasting necessary.*

Sample for three 1c stamps

The Cloverleaf Folder

NUMBER	COLOR	FOR PRINT POSTCARD SIZE	SIZE OUTSIDE	PRICE PER 100
G-1.....	Grey	Square opening	4½x7½	$3.50
G-2.....	Olive	Square opening	4½x7½	3.50
G-3.....	Brown	Square opening	4½x7½	3.50
J-1.....	Grey	Oval opening	4½x7½	3.50
J-2.....	Olive	Oval opening	4½x7½	3.50
J-3.....	Brown	Oval opening	4½x7½	3.50

Remember—That when we design holders for postcard size pictures we make them real postcard styles in stocks and ornaments to keep them from competing in appearance with the regular portrait work. This is a part of our—your—sales plan to have different styles for different grades of portraits.

The Pacific

THICKNESS OF INSERT STOCK

FOR SINGLE WEIGHT CABINET AND 4 x 6 SQUARE PRINTS; 7 x 11 OUTSIDE

White Insert, Dark Grey Cover

THE PACIFIC—The insert is of extra thickness of stock—linen finished—beveled edges. The attractive embossed design for prints is brought up in a delicate shade of grey. The cover is of a good weight dark grey stock—rippled finish. The cover and border ornament are particularly attractive. A silk finished tissue protects the prints.

Sample for four 2c stamps

The Pacific

NO.	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
FS...	Cabinet square	6⅞x10⅞	**$8.50**
FW..	4x6 square	6⅞x10⅞	**8.50**

The Atlantic

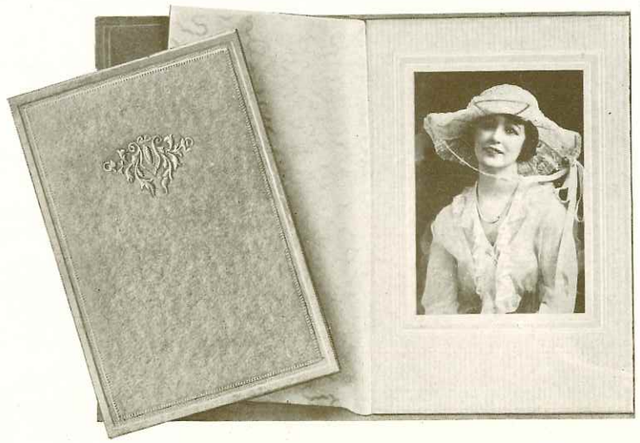
THICKNESS OF INSERT STOCK

FOR SINGLE WEIGHT PRINTS—4 x 6, CABINET AND ONE-HALF CABINET SQUARE

White Insert with Dark Grey Cover

THE ATLANTIC is of extra weight stock—Insert corduroy finished with design and border suitably tinted. Cover is dark grey, water ripple finish, of good weight and ornamented with a design which is brought up in the natural color of stock. A silk finished tissue protects print.

Sample for three 2c stamps



The Atlantic

NO.	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
E....	½ Cabinet square	5x7½	**$6.75**
FX...	Cabinet square	6x9	**7.75**
FW...	4x6 square	6x9	**7.75**

If you feature solid mounted work for one-half cabinet, cabinet and 4x6 prints the PACIFIC and ALTANTIC will appeal to you. They are good looking—of good weights of stock—and will quickly close the sale if the customer's choice is a folder with the prints mounted down solid.

The Rocade

THICKNESS OF STOCK

FOR SINGLE WEIGHT ONE-HALF CABINET, CABINET AND 4 x 6 SQUARE PRINTS

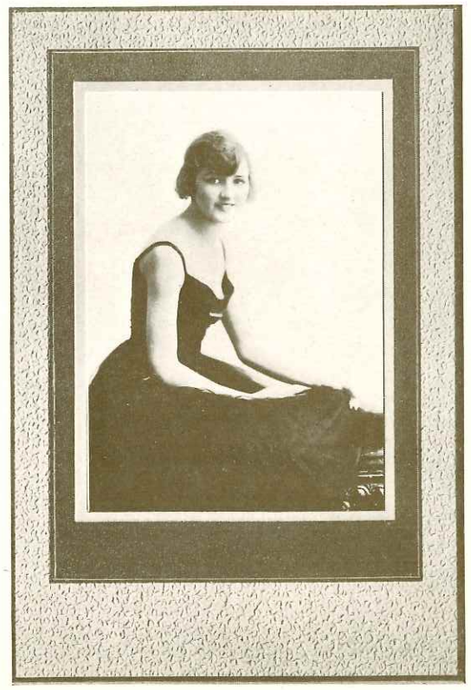
COLORS: *White, Photo Grey, Dark Brown*

THE ROCADE—for solid mounted prints one-half Cabinet and Cabinet square; stock is of extra thickness; beveled edges; size outside for 4 x 6 and Cabinet is 6 x 9; for the one-half Cabinet 5 x 7½. The artistic engraved border and the design around opening are both harmoniously tinted; the rough weave surface adds the finishing touch.

Sample on receipt of three 1c stamps

The Rocade

NUMBER	COLOR	SIZE OF PRINT	SIZE OUTSIDE	PRICE PER 100
E-1.....	White	½ Cabinet square	5x7½	**$3.00**
E-2.....	Grey	½ Cabinet square	5x7½	**3.00**
E-3.....	Brown	½ Cabinet square	5x7½	**3.00**
FX-1.....	White	Cabinet square	6x9	**3.50**
FX-2.....	Grey	Cabinet square	6x9	**3.50**
FX-3.....	Brown	Cabinet square	6x9	**3.50**
FW-1.....	White	4x6 square	6x9	**3.50**
FW-2.....	Grey	4x6 square	6x9	**3.50**
FW-3.....	Brown	4x6 square	6x9	**3.50**



The Rainier

THICKNESS OF STOCK

HEAVY WEIGHT CARD FOR CABINET AND HALF-CABINET SOLID MOUNTED PRINTS

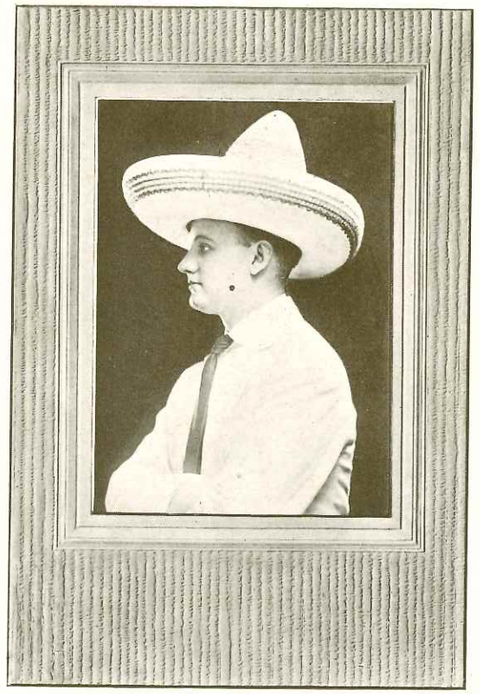
COLORS: *Medium Grey and Artist Brown*

THE RAINIER—is an exceptionally heavy stock—beveled edges. The etched surface and broad kid finished tint blend right in with the tone of print and give a rich double mounted effect to portraits.

Sample for three 1c stamps

The Rainier

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
E-1.....	Grey	½ Cabinet square	5x7½	**$3.00**
E-2.....	Brown	½ Cabinet square	5x7½	**3.00**
FX-1.....	Grey	Cabinet square	6x9	**3.50**
FX-2.....	Brown	Cabinet square	6x9	**3.50**



The Barcelona

THICKNESS OF STOCK

FOR CABINET AND HALF-CABINET SINGLE WEIGHT PRINTS

COLORS: *Grey and Brown*

THE BARCELONA—Heavy tapestry effect with inlaid relief embossed border; specially good value for the price, considering the finish, weight and general appearance of the card. For single weight prints—all tones.

Sample on receipt of three 1c stamps

The Barcelona

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
E-1.....	Grey	½ Cabinet square	5x7½	$2.75
E-2.....	Brown	½ Cabinet square	5x7½	2.75
FX-1.....	Grey	Cabinet square	6x9	3.25
FX-2.....	Brown	Cabinet square	6x9	3.25
F-1.....	Grey	Cabinet square	6x8	3.25
F-2.....	Brown	Cabinet square	6x8	3.25

The F size design is centered—can be used for horizontal or vertical prints.

The Tableau

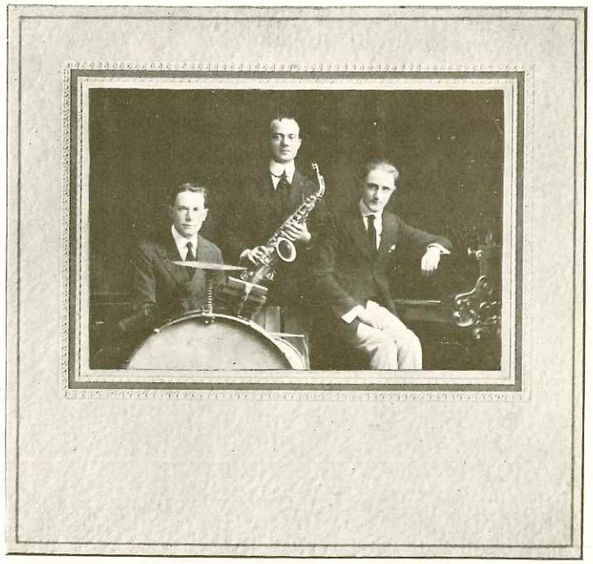
THICKNESS OF STOCK

FOR SINGLE WEIGHT CABINET SQUARE AND 4 x 6 SQUARE HORIZONTAL STYLE

Photo Grey

THE TABLEAU is made for the Cabinet and 4 x 6 square horizontal group style single weight print. Stock is extra heavy—beveled edges—hammered surface. The design is richly carved and tinted in dark grey—a narrow tinted line is around edge of card ⅛ inch from bevel—in a color matching tint in design.

Sample on receipt of three 1c stamps



The Tableau

NUMBER	SIZE OF PRINT	SIZE OUTSIDE	PRICE PER 100
FX-1....	Cabinet square	7 x8	$4.50
FW-1....	4x6 square	8½x8	5.25

The Tableau—A style you need to complete your offering of styles for solid mountings. For the small horizontal group, also suitable for a horizontal portrait for single figures of children or adults.

The Lanport

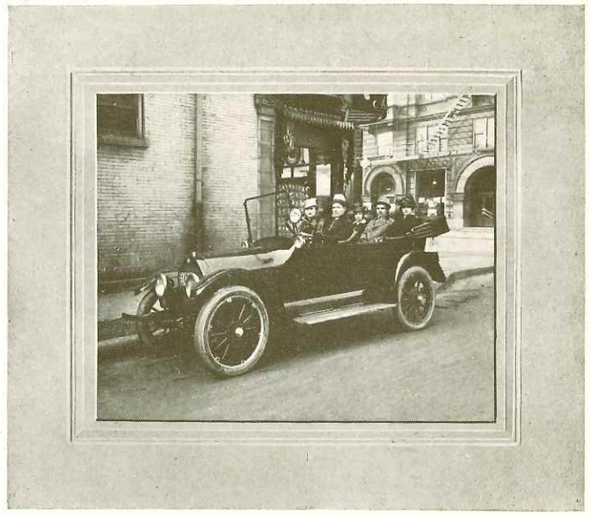
THICKNESS OF STOCK

FOR 11 x 14 SINGLE WEIGHT PRINTS

COLORS: *White, Grey, Brown*

THE LANPORT—Extra heavy stock—linen finish. Design in embossed relief. A style specially made for groups, views and large single portraits on 11 x 14 single weight paper.

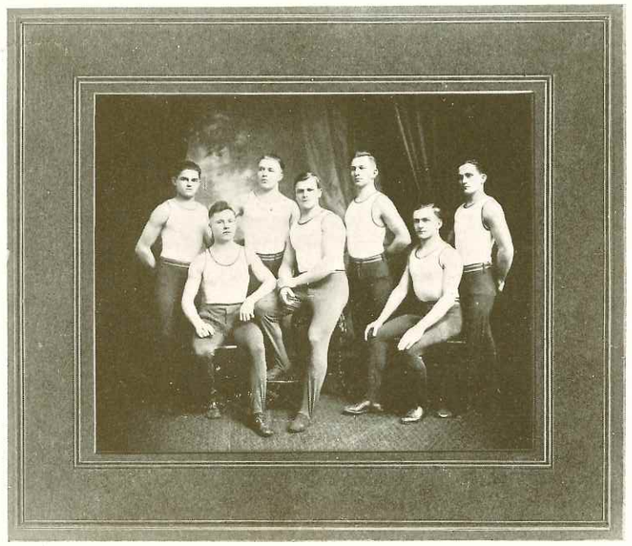
Sample too large to mail



The Lanport

NUMBER	FOR PRINT	SIZE OUTSIDE	PRICE PER 100
0000.....	11x14	16x20	$27.50

A first class style for commercial views—extra weight of stock.



The Plateau

THICKNESS OF STOCK

FOR PRINTS 5 x 7, 6½ x 8½ AND 8 x 10

COLORS: *Grey and Brown*

THE PLATEAU—Made out of medium weight stocks, with half-round indented design—sanded finish.

A particularly desirable card for view and group prints.

Sample for three 2c stamps

The Plateau

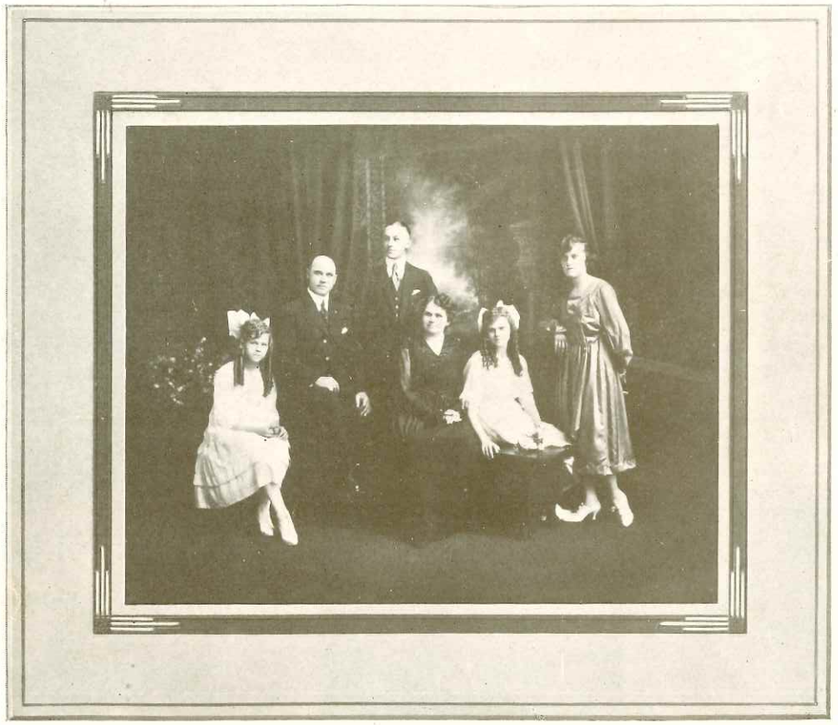
NUMBER	COLOR	SIZE OF PRINT	SIZE OUTSIDE	PRICE PER 100
A-1.....	Grey	5 x 7 square	8x10	$5.00
A-3.....	Brown	5 x 7 square	8x10	5.00
B-1.....	Grey	6½x 8½ square	10x12	6.75
B-3.....	Brown	6½x 8½ square	10x12	6.75
C-1.....	Grey	8 x10 square	12x14	8.50
C-3.....	Brown	8 x10 square	12x14	8.50

The Remington

THICKNESS OF STOCK

FOR GROUPS AND VIEWS 5 x 7 TO 7 x 11

COLORS: *White, Light Grey and Artist Brown*



THE REMINGTON is not only heavy—but is *extra heavy* stock and of the best quality—kid finished—edges beveled. The design is a rich Byzantine effect embossed in colored enamel, giving perfect harmony with color of mount and print. Note it is made for the 7x11 size E. K. View Camera.

Sample for ten 2c stamps

The Remington

NUMBER	COLOR	SIZE PRINT	SIZE OUTSIDE	PRICE PER 100
A-1.....	White	5 x 7	8 x10	$ 6.25
A-2.....	Grey	5 x 7	8 x10	6.25
A-3.....	Brown	5 x 7	8 x10	6.25
B-1.....	White	6½x 8½	10 x12	8.75
B-2.....	Grey	6½x 8½	10 x12	8.75
B-3.....	Brown	6½x 8½	10 x12	8.75
C-1.....	White	8 x10	12 x14	10.50
C-2.....	Grey	8 x10	12 x14	10.50
C-3.....	Brown	8 x10	12 x14	10.50
D-1.....	White	6 x10	9¾x13¾	10.50
D-2.....	Grey	6 x10	9¾x13¾	10.50
D-3.....	Brown	6 x10	9¾x13¾	10.50
E-1.....	White	7 x11	11 x15	12.75
E-2.....	Grey	7 x11	11 x15	12.75
E-3.....	Brown	7 x11	11 x15	12.75

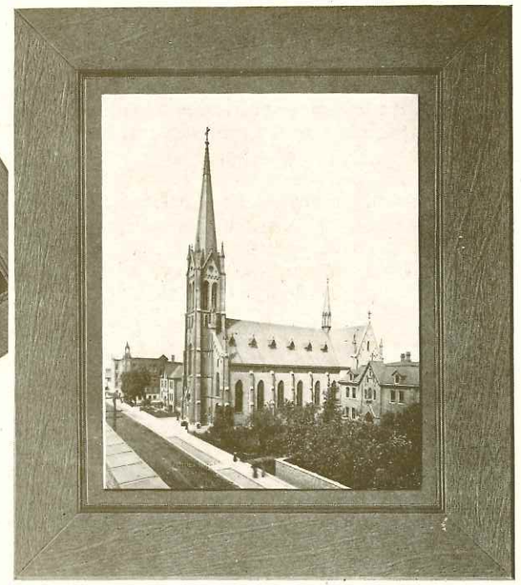
The Remington is the De Luxe of solid mounters for 5x7 to 7x11 work. It's all quality—stocks and design are in keeping with the price you ask for your best priced groups and views mounted solid.

The Sylvan

THICKNESS OF STOCK

FOR GROUPS AND VIEWS 5 x 7, 6½ x 8½ AND 8 x 10

COLORS: *Light Grey, Iron Grey and Seal Brown*



THE SYLVAN—The most striking feature of this style is the beautiful carved wood veneer finish, and this, in connection with the narrow colored enameled design around opening for print gives a frame effect to the picture which is immensely pleasing. The stock is extra weight — beveled edges — and made in colors — Light Grey, Iron Grey and Seal Brown — suitable for all gradations in tones of black and white prints.

Sample for three 2c stamps

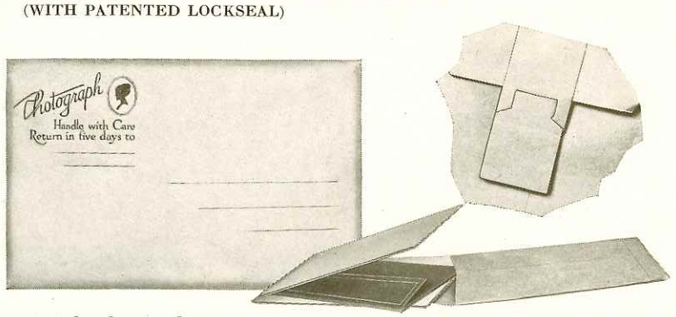
The Sylvan

NUMBER	COLOR	FOR PRINTS	SIZE OUTSIDE	PRICE PER 100
A-1.....	Light Grey	5 x 7 square	8x10	$5.50
A-2.....	Iron Grey	5 x 7 square	8x10	5.50
A-3.....	Seal Brown	5 x 7 square	8x10	5.50
B-1.....	Light Grey	6½x 8½ square	10x12	7.75
B-2.....	Iron Grey	6½x 8½ square	10x12	7.75
B-3.....	Seal Brown	6½x 8½ square	10x12	7.75
C-1.....	Light Grey	8 x10 square	12x14	9.50
C-2.....	Iron Grey	8 x10 square	12x14	9.50
C-3.....	Seal Brown	8 x10 square	12x14	9.50

The Sylvan is an attractive but not gaudy style, splendidly adapted for wedding, family and other groups. If you feature frames, the Sylvan will help you make sales easily and quickly.

The Protecto Mailer

(WITH PATENTED LOCKSEAL)



THE PROTECTO MAILER is specially designed for the studios to give them a distinctive mailer for photographs. It is away from the look of sameness of the many mailers, which are designed for general purposes, now on the market.

The corrugated fibre board is scored and folded over so as to make double thickness and photographs are enclosed in this folded corrugated board as illustration shows with the scored edge up—this eliminates the danger of losing the photograph and as a further protection the patented Lockseal securely seals the envelope and in such a way that the photograph can be sent at the unsealed package rate, for while the Lockseal seals the flaps the patented feature enables the postal authorities to open envelope if necessary.

The envelope is of a strong kraft paper, suitably printed in brown ink with a design that has a photographic studio atmosphere. It also has space for the sender's name and address.

THE PROTECTO MAILER is not made to meet competition in price, but designed to give the studios a high class mailer—one that offers ample protection. It has that "look" that makes it look the studio's own. Remember—the studios have the first opportunity to sell mailers when they deliver the portraits—be sure you feature them and get this business—it belongs to you.

(Sample of the A size free)

FOR PHOTOGRAPHS MOUNTED ON CARDS OR IN FOLDERS WHICH MEASURE

SIZE	SIZE OUTSIDE	PRICE PER 100
A	5¾x 7¾ or smaller	$4.50
B	6 x 9 or smaller	5.50
C	7 x11 or smaller	7.00
D	8 x10 or smaller	7.00
E	9½x12½ or smaller	8.50
F	12 x14 or smaller	11.00

Suggestions for Special Designs for Name Dies

Style No.1

Style No.2

Style No.3

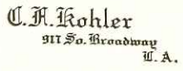
Style No.4

Style No.8

Style No.9

Style No.5

Style No.6



Style No.7

Style No.10

SPECIAL original sketches of name dies will be submitted for approval on receipt of 25 cents. When ordering, be sure to mention the number of the style die preferred and state whether die is for printing or embossing on cover—for embossing with a small hand press—or for your stock house to print your card. State just the class o. or embossing you expect to do. The cost of cutting di. pends entirely on the amount of work necessary—the nun of letters—of ornamentations and size. Prices range fi $5.00 for small dies to $10 to $15.00 for larger sizes.

PRICE FOR NAME STAMPING

	PRICE FOR 1000	PRICE FOR 500	PRICE FOR 300	PRICE FOR 100	LESS THAN 100 MINIMUM CHARG
Raised Work in Color	$5.00	$3.00	$2.00	$0.75	$0.75
Raised or Sunken Work, plain	2.00	1.50	1.00	.50	.50
Letter Press Printing	2.00	1.50	1.00	.50	.50
Gilt Leaf Sunken Stamping, small die	7.50	4.50	3.50	1.25	1.25

Prices for Gilt Stamping with large dies quoted on application, as cost of gilt stamping depends on size of die and amount of leaf used.

Universal Stocks

FOR SINGLE OR DOUBLE SHEET MOUNTINGS—EMERGENCY FOLDERS, ETC.
IN CORRECT PHOTOGRAPHIC COLORS—FOR ALL TONE PICTURES

Write us for a sample book—FREE.

Light Weight Folding Stocks

No.		Per 100	Per Doz.
246	Photo Brown, Linen finish, 20½ x 25	$8.00	$1.10
265	Etching Grey, Fabric finish, 20½ x 25	8.00	1.10
266	Black, Linen finish, 22 x 28	5.50	.75
268	Cream White, Linen finish, 20½ x 25	8.00	1.10
274	Photo Grey, Linen finish, 20½ x 25	8.00	1.10

Double Weight Folding Stocks

No.		Per 100	Per Doz.
314	Castle Grey, Parchment finish, 23 x 29	$17.00	$2.20
315	Aragon Brown, Parchment finish, 23 x 29	17.00	2.20
316	Savoy Grey, Fabric finish, 23 x 29	16.50	2.10
317	Forum Brown, Fabric finish, 23 x 29	16.50	2.10

Mounting Boards

Semi-flexible, Fabric finished

No.		Per 100	Per Doz.
500	Cream White, 22 x 28	$15.00	$1.90
501	Photo Grey, 22 x 28	15.00	1.90
502	Sepia Buff, 22 x 28	15.00	1.90
503	Photo Brown, 22 x 28	15.00	1.90
504	Savoy Grey, 22 x 28	16.50	2.10
505	Forum Brown, 22 x 28	16.50	2.10
506	Etching Grey, 22 x 28	15.00	1.90

Tissues

No.		Per 100	Per Doz.
W	Water silk tissue, 22 x 25	$2.40	$0.45

Duotone Stocks

Exclusive patterns—twilled surface. Beautiful color effects can be obtained for double mountings as the shades blend beautifully.

Cover Weight

No.		Per 100	Per Doz.
401	Cloud Grey, 22 x 28	$11.50	$1.55
402	Dark Grey, 22 x 28	11.50	1.55
403	Dark Brown, 22 x 28	11.50	1.55

Insert Weight

No.		Per 100	Per Doz.
405	Light Grey, 22 x 28	$13.50	$1.75
406	Dark Grey, 22 x 28	13.50	1.75
407	Terra Cotta, 22 x 28	13.50	1.75
408	Dark Brown, 22 x 28	13.50	1.75

Stereoscopic Mounts

Made in Queens Grey Color—Rounded Corners

	Per 1000	Per 100	Per 50
3½ x 7	$12.50	$1.30	$0.65

Tapestry Stocks

Beautiful Shades—A-1 Quality

The shades of Grey and White, also Roman and Marble Brown, blend beautifully. Specially desirable for double mounting.

Insert Weight

No.		Per 100	Per Doz.
700	Moss Grey, Antique finish, 23 x 29	$19.00	$2.50
701	Roman Brown, Antique finish, 23 x 29	19.00	2.50
702	Marble Brown, Antique finish, 23 x 29	19.00	2.50
703	Marble Grey, Antique finish, 23 x 29	19.00	2.50
704	Marble White, Antique finish, 23 x 29	19.00	2.50

Cover—Extra Weight

No.		Per 100	Per Doz.
710	Moss Grey, two sides, Antique finish, 23 x 29	$17.50	$2.25
711	Roman Brown, two sides, Antique finish, 23 x 29	17.50	2.25
712	Roman and Marble Brown Duplex, 23 x 29	17.50	2.25
713	Moss and Marble Grey Duplex, 23 x 29	17.50	2.25

Cover—Light Weight

No.		Per 100	Per Doz.
720	Moss Grey, two sides, Antique finish, 23 x 29	$16.50	$2.10
721	Roman Brown, two sides, Antique finish, 23 x 29	16.50	2.10

Cardboards

Steamer Brand

THICKNESS

Straight edges—in Duplex colors—Carbon Black and Scotch Grey.

No.	Per 100
7 x 9	$ 2.25
8 x 10	3.00
9 x 11	3.50
10 x 12	4.75
11 x 14	5.00
22 x 28	18.00

Cruiser Brand

THICKNESS

Straight edges—Colors Light Grey and Artist Brown.

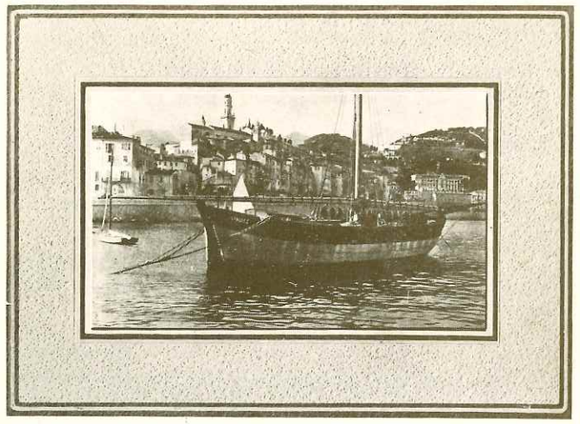
	Per 100
8 x 10	$ 4.25
10 x 12	6.50
11 x 14	6.75
22 x 28	25.00

Yacht Brand

THICKNESS

Straight edges—Colors Artist Brown, Light Grey and White. A very heavy weight board of the best material.

	Per 100
8 x 10	$ 4.75
10 x 12	7.00
11 x 14	7.25
22 x 28	27.50



The Baltic

THICKNESS OF STOCK

FOR AMATEUR PHOTOGRAPHIC PRINTS

FOR SINGLE WEIGHT BLACK AND WHITE AND BROWN TONES

THE BALTIC—Very handsome mount for landscape and interior prints—heavy pebbled surface with two-line borders next print and at extreme edge—tinted in shades h monious with color of card and pr Made in Grey, Cream and Brown. *sure to state color wanted when ordering.*

Sample for thr 1c stamps

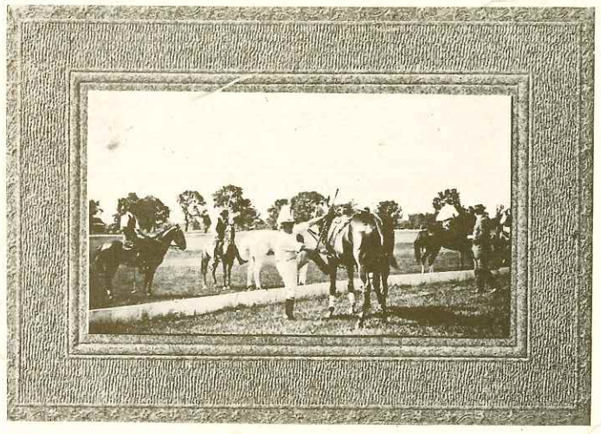
NUMBER	FOR PRINTS	PER 1000	PER 100	PER 50
O.....	1⅝x2½	$20.50	$2.10	$1.05
1.....	2¼x3¼	25.00	2.60	1.30
1-A.....	2½x4¼	27.50	2.80	1.40
2.....	3½x3½	29.50	3.00	1.50
2-C.....	2⅞x4⅞	30.50	3.10	1.55
3.....	3¼x4¼	29.50	3.00	1.50
3-A.....	3¼x5½	33.00	3.40	1.70
4.....	4 x5	38.50	4.00	2.00
4-A.....	4¼x6½	48.00	5.00	2.50
5.....	5 x7	60.00	6.20	3.10

The Scenic

FOR AMATEUR PHOTOGRAPHIC SINGLE WEIGHT PRINTS MOUNTED SOLID

THE SCENIC is made in Black, White and Grey, medium weight; straight edges; a fine eighth-inch ivy leaf border runs around the outside of the card; the center is sanded and on the inside of this sanded center are two raised parallel lines, the center being plate sunk. Any style of photographic print will look well on this card. It is the best and cheapest offered for the money.

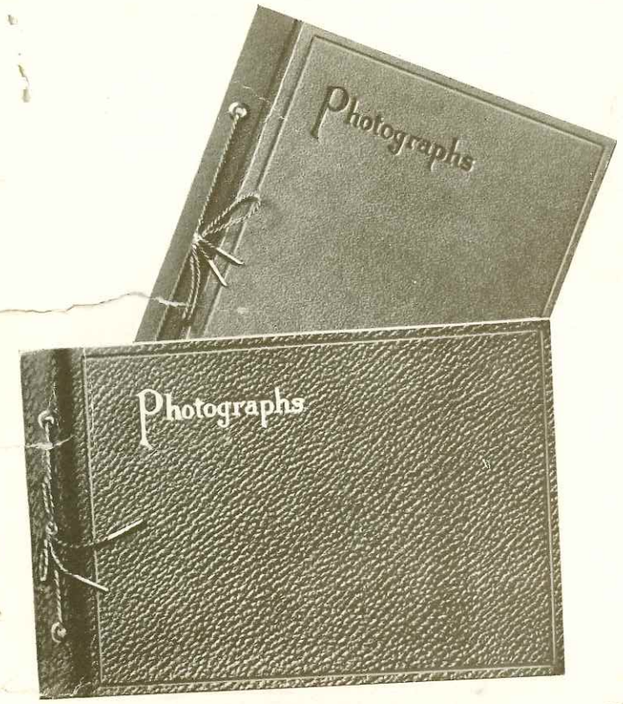
Sample of any size three 1c stamps



NUMBER	FOR PRINTS	PER 1000	PER 100	PER 50
1.....	1½x2	$12.00	$1.25	$0.65
2.....	1⅝x2½	13.00	1.35	.70
3.....	2¼x2¼	14.50	1.50	.75
4.....	2¼x3¼	15.50	1.60	.80
5.....	2½x4¼	18.00	1.85	.95
6.....	3½x3½	18.00	1.85	.95
7.....	3¼x4¼	18.00	1.85	.95
2-C.....	2⅞x4⅞	21.00	2.15	1.10
8.....	4 x5	23.00	2.35	1.20
9.....	3¼x5½	23.00	2.35	1.20
4-A.....	4¼x6½	30.00	3.10	1.60
10.....	5 x7	33.00	3.40	1.75

Made in Black, White and Grey, therefore be sure to state color wanted when ordering.

T. L. Photographic Albums



Zamora Album

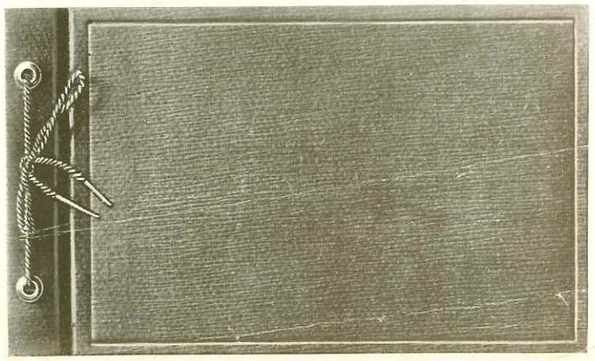
LOOSE LEAF open back style; 50 black leaves held in place by silk cord drawn through metal tubes. The word "Photographs" stamped in gold on leather cover, plain relief on cloth cover. Choice of black seal grain leather or artificial black leather covers.

NUMBER	SIZE	NUMBER OF LEAVES	COVER	PRICE EACH	EXTRA LEAVES PKG. OF 12
A-1....	5½x 7	50	Cloth	$1.15	$0.15
A-2....	5½x 7	50	Leather	2.25	.15
B-1....	7 x10	50	Cloth	1.60	.18
B-2....	7 x10	50	Leather	3.50	.18
C-1....	10 x 7	50	Cloth	1.60	.18
C-2....	10 x 7	50	Leather	3.50	.18
D-1....	8 x10	50	Cloth	1.75	.20
D-2....	8 x10	50	Leather	3.75	.20
E-1....	11 x14	50	Cloth	3.00	.40
E-2....	11 x14	50	Leather	6.25	.40

The Bilboa

GENUINE Grey Spanish Leather flexible cover—loose leaf style—pocket on inside of back cover for loose or extra prints—stamped in gold on cover "Photograph"—a rich appearing album.

NUMBER	SIZE	NUMBER OF LEAVES	COLOR OF LEAVES	PRICE EACH	EXTRA LEAVES PKG. OF 12
A.....	5x 8	50	Black	$3.00	$0.15
B.....	7x11	50	Black	4.50	.18
C.....	10x12	50	Black	6.50	.30
D.....	11x14	50	Black	7.00	.40

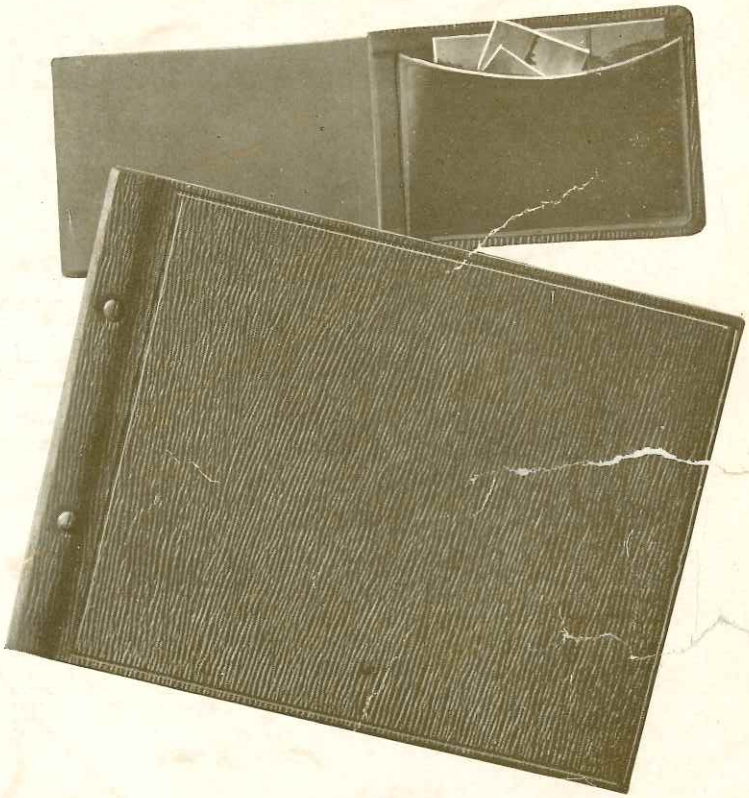


The Troy Album

OPEN back style; 50 black loose leaves held in place by metal tubing and silk cord through cover. Dark green, brown or black imitation leather cover.

NUMBER	SIZE	NUMBER OF LEAVES	COLOR OF COVER	PRICE EACH	EXTRA LEAVES PKG. OF 12
A-1.....	5x 8	50	Brown	$1.25	$0.15
A-2.....	5x 8	50	Green	1.25	.15
A-3.....	5x 8	50	Black	1.25	.15
B-1.....	7x11	50	Brown	1.75	.1[illegible]
B-2.....	7x11	50	Green	1.75	.1[illegible]
B-3.....	7x11	50	Black	1.75	.1[illegible]

The Waldorf



CHOICE of extra weight Black Leather Grain finished or Olive Green Artificial Leather Cover. Loose leaf style—expansible back—hand tooled—flexible cover—pocket on inside of back cover for loose and extra prints. THE WALDORF is the very best example of the bookbinder's art.

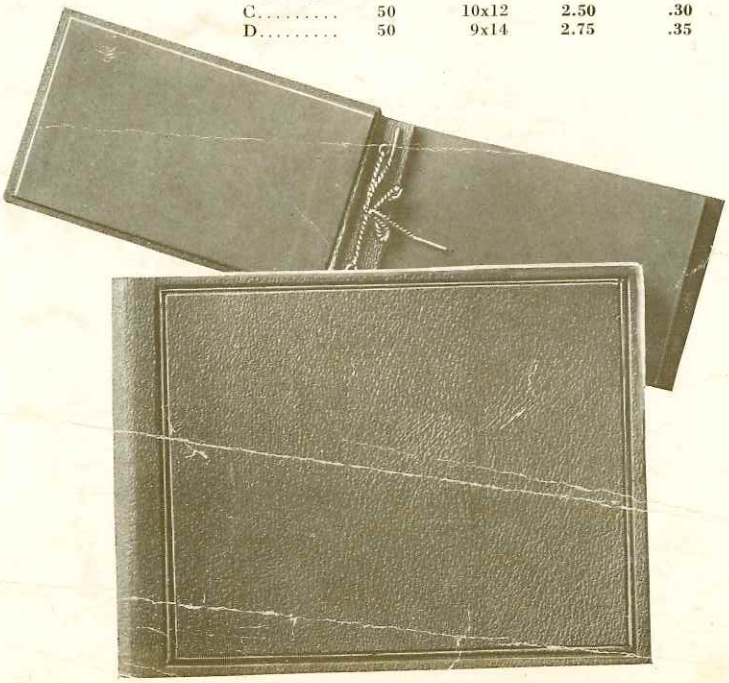
NO.	SIZE	NUMBER OF LEAVES	COLOR OF COVER	PRICE EACH	EXTRA LEAVES PKG. OF 12
A-1....	5x 8	50	Black	$4.00	$0.15
A-2....	5x [illegible]	50	Green	2.50	.15
B-1....	7x11	50	Black	6.00	.18
B-2....	7x11	50	Green	3.50	.18
C-1....	8x10	50	Black	6.50	.20
C-2....	8x10	50	Green	3.75	.20
D-1....	11x14	50	Black	9.00	.40
D-2....	11x14	50	Green	5.50	.40

The Oakland

CLOTH cover, leather embossed finish—black paper leaves held in place by metal posts, and secured by silk cord—pages easily removed as desired.

STYLE	NUMBER OF LEAVES	SIZE	PRICE	EXTRA LEAVES PKG. OF 12
A.....	50	5x 8	$1.25	$0.15
B.....	50	7x11	1.75	.18
C.....	50	10x12	2.50	.30
D.....	50	9x14	2.75	.35

The Millrux



GENUINE grained leather—hand tooled—loose leaf—black linen plated leaves held in place by metal post and secured by silk cord. The leaves are easily removed—in fact, THE MILLRUX is a first-class, interchangeable leaf album at a very moderate price. Cord is inside and does not mar the cover.

STYLE	NUMBER OF LEAVES	SIZE	PRICE	EXTRA LEAVES PKG. OF 12
A.....	50	5x 8	$2.50	$0.15
B.....	50	7x11	3.75	.18
C.....	50	10x12	5.75	.30
D.....	50	9x14	6.00	.35